

In Two Parts—Part I

Sales Management

THE MAGAZINE OF MARKETING

JUL 8 1952

MARKETING ADVERTISING

"NO 15% FOR US."
AGENCY



"WE CAN MAKE A
PROFIT TWO WAYS."
RETAILER



"WE DON'T GET
THE RATE WE
DESERVE."
NEWSPAPER



"WE GET LOWER RATES
AND
LOCAL IDENTIFICATION."
MANUFACTURER



"NO COMMISSION FOR US."
NEWSPAPER REPRESENTATIVE



Co-op Ads: Sales Tool or Fraud?

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ARE SUPERMARKETS NOW SUPER "GENERAL STORES"?
WHERE TO GET 15 ECONOMIC INDICATORS
WHEN DRUGGISTS GOT TOUGH WITH CONGRESS



FIFTY CENTS

JULY 1-1952

"I
love
politicians"



Photograph by RALPH STEINER

Ray Henle has a long, sincere and requited affection for the political genus. It goes back to his first years in Washington and one of his first big political stories — when President Coolidge chose not to run. In the intervening years, Henle has covered every convention and traveled extensively with each president as well as candidates Landon, Willkie and Dewey.

As editor-in-chief of THREE STAR EXTRA, his understanding of and continuing interest in

politicians comes in handy.

With Albert Warner as expert on international affairs, Ned Brooks covering domestic news, and Henle on the Washington beat, the Sun Oil Company's THREE STAR EXTRA presents nightly the interpretations of three experts — each working in his special field.

Credit NBC with another unique format for broadcasting news, and credit NBC for having such eminently able

newsmen as Henle, Warner and Brooks.

It's not easy to hold news leadership in both radio and television as NBC consistently does. It has to be done the hard way — by having a larger, more distinguished news force and by broadcasting more hours of news every week. That's why most people hear the news first and hear more of it from NBC.

NBC *radio and television*
a service of Radio Corporation of America

McCall's Circulation*

JANUARY 1952—**4,128,889**

(HIGHEST JANUARY IN McCALL'S HISTORY)

FEBRUARY 1952—**4,237,439**

(HIGHEST FEBRUARY IN McCALL'S HISTORY)

MARCH 1952—**4,380,504**

(HIGHEST MARCH IN McCALL'S HISTORY)

*ABC Circulation Statements



UP!

STILL GOING

FACT 1.—The March McCall's had the highest circulation of any month in McCall's history—4,380,504.

FACT 2.—McCall's average circulation for the first three months of 1952 was 4,248,944—the highest of any quarter in McCall's history.

FACT 3.—McCall's circulation has been climbing steadily since November 1950...and has set a new monthly record in 16 out of the past 17 months.

FACT 4.—McCall's advertising lineage is going up, too. In the first five months of 1952, McCall's lineage increased 5.9% over the first five months of 1951.

McCall's

JULY 1, 1952

how
to
put
more



in your
sales

promotion*

With sales promotion costs zooming sky-high, you've got to invest your promotional dollars with less risk, with more successful results than ever.

For powerful, market-wise ideas to spark an aggressive sales campaign—for cost-cutting efficiency in reproduction and mailing of your sales promotion materials, call James Gray, Inc. Thirty-three years of experience, teamed with complete facilities for lithography, printing and mailing, make the James Gray organization a helpful partner in any sales promotion campaign.

Phone MUrray Hill 2-9000 to have a representative call—without obligation.

*Ask us how we've helped R.K.O. Radio Pictures improve its own sales promotion program.



idea men lettercraftsmen
printers lithographers

216 East 45th Street New York 17, N.Y. •
MUrray Hill 2-9000

BUS. ADM.
LIBRARY

HF
5438
.A2
S3

Sales Management

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BBD&O Lays \$104 Million on the Line

This was what 150 advertisers—spending \$14 million to less than \$200,000—entrusted to one ad agency in 1951. How was the volume developed? Where does it go in media? What does it mean in sales?

By Lawrence M. Hughes



TOOL FOR SELLING

places your product story
before major industrial
buyers when they are look-
ing for product needs

Number One interest of industry's experienced buyers is *product news and information*.

INDUSTRIAL EQUIPMENT NEWS was first to serve that interest exclusively, and has continued to be the most complete in its field.

Circulation is based on compilation reports of affiliated Thomas' Register. Therefore, IEN continuously keeps your product story before buyers in the larger, more active plants in all industries. Controlled circulation 61,544 (94.2% by reader request). Total distribution, 67,000.

With an indicated buying reference use of 95.7%, effective advertising representation requires only one-ninth page units . . . costs only \$125 to \$135.

IEN carries the advertising of more manufacturers than any other publication with general industrial coverage.

Details? Ask for a copy of The IEN Plan.

Good for Selling because
Used for Buying

Industrial Equipment News

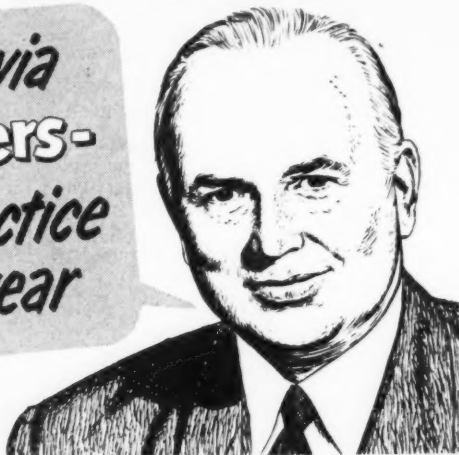


Thomas Publishing Company

461 Eighth Avenue, New York 11, N. Y.

E. J. Thomas, President of the Goodyear Tire & Rubber Co., says:

Air freight via Flying Tigers- Standard Practice with Goodyear



IN '49, DENT W. SANFORD, V.P. OF OUR CAL. PLANT, HAD A HUNCH



Thousands of America's leading companies are using Flying Tiger Air Freight. **Are You?**

FLYING TIGERS ...ANOTHER BUSINESS BUILT ON 'CAN DO'

Write for "THE AIR FREIGHT WAY TO LOWER COSTS AND BETTER SERVICE"

The Flying Tiger Line Inc.

OFFICES IN PRINCIPAL CITIES - GENERAL OFFICES: LOCKHEED AIR TERMINAL, BURBANK 4, CALIFORNIA - CABLE: FLYTIGER



EXECUTIVE OFFICES, 386 Fourth Avenue,
New York 16, N. Y. Lexington 2-1760

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SUBSCRIPTIONS

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SUBSCRIPTION MANAGER C. V. Kohl
\$8.00 a year; Canada, \$9.00; Foreign \$10.00

SALES MEETINGS

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TREASURER Edward Lyman Bill
VICE PRESIDENTS C. E. Lovejoy, Jr.
Merrill V. Reed, W. E. Dunsby, R. E. Smallwood

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Member



July 1, 1952

Volume 69

No. 1

on newsstands

A. B. C. figures for the first three months of this year show that the Post leads all other weekly magazines in newsstand sales.

POST	1,790,090	copies
LIFE	1,610,346	copies
LOOK	1,334,458	copies
COLLIER'S	699,342	copies

Highest in history

A. B. C. figures for the same period show that Post total circulation is at an all-time high with an average of 4,311,889 copies per week.

Leads in advertising

P. I. B. figures show that the Post carried more advertising lineage in the first three months of this year than any other magazine.

POST	982	pages
LIFE	837	pages
COLLIER'S	348	pages
LOOK	306	pages

The Saturday Evening

POST

-gets to the
heart of America



**82,000
NEW
VOTERS!**

...in America's 11th most populous (3rd richest) county, since 1948 ... that's the "estimate" by the Superintendent of Elections for Essex County, New Jersey.

**80,300
NEW
SUNDAY
READER-
FAMILIES!**

... since 1948 ... that's the FACT shown by the first quarter ABC Reports of

**THE
NEWARK
NEWS**

*always BETTER
getting BIGGER*

*Newark 1, New Jersey
or
O'Mara and Ormsbee, Inc.*

The Human Side

From Lemonade: Tomorrow's Tycoons

If you were a kid today, that little sidewalk lemonade stand you (or your sister) ran wouldn't stand a chance. Not if you operated it on the old business-as-usual basis. For today you'd have competition from a bunch of red-hot rugged individualists who're taking a page out of Big Business' book. And the competition would be pint-size in age—though certainly not in technique.

The Minute Maid Corporation, a pioneer in the frozen orange juice concentrate business, is making it possible for every enterprising kid to go into the lemonade business for himself—on a real workman-like scale. Minute Maid now markets a lemonade mix, a natural for setting up a lemonade stand. And to increase its sales the corporation is showing Junior how to run his own business. For the price of two Minute Maid can tops and two bits today's small fry can procure all the art work and instructions for assembling a lemonade stand, together with five inside tips that come, as the company puts it, "very close to covering the waterfront." Lemonade front would be better.

Minute Maid swears that the tips laid down for the success of one of these sidewalk stands could well be adopted by companies many times the size of Junior's.



THINGS ARE DIFFERENT . . . at today's lemonade stand. And the kids can thank Minute Maid Corporation for showing them how to do the job with a real showman's flair! All it costs is two can covers and two bits.

SALES MANAGEMENT

NOW... these vital questions are easier to decide!

Current and *continuing* answers to questions such as these are essential.

Obviously, such answers cannot come from a one-time survey, no matter how broad, or even from occasional surveys. But now actual day-to-day purchase records from more than 5000 families are available to give you the current and continuing answers you need.

How many of our sales are *repeats*?

One food manufacturer seemed to be losing customers from each of two products. Yet the facts showed that most of the "lost" customers were actually switching *between* the two products for variety's sake—but staying loyal to his brand!

Decision: to stick to his selling strategy—it was winning friends to his line.

Is our increased volume due to greater *consumer buying*—or are *dealers* simply stocking up?

Because he received reports *every month* on the daily purchases of more than 5000 families, a manufacturer selling in drug and variety outlets quickly saw that his upswing in sales was not due to increased buying by consumers—a fact that figures on sales to the *trade* could not have disclosed.

The decision: to continue to advertise heavily, but go slow on production, since inventories were obviously being built up.

How is our *special offer* paying out?

Another manufacturer, from facts supplied by the continuing consumer survey, found that a special offer paid off only in the areas where he had competition.

The consumer purchase figures revealed that, while the deal did win customers away from his competitors, it could not get a *larger number* of people to use that kind of product.

Which will best increase our gross—add a *new product*... or push what we have?

A manufacturer of a household product sought the best way to increase his gross. He was able to determine the chance for success for a new contender in the field... what consumers would expect in the way of performance and price.

The reports from consumers showed their preferences and indicated that the new product would sell well—and it does!

The facts upon which these manufacturers based their decisions were supplied by the *Consumer Purchase Panel* of the J. Walter Thompson Company. The Panel provides a "moving picture" of the buying and consuming habits of more than 5000 families across the country—from urban, suburban and rural areas—representing all income groups. *Want to know more about it?* Just write us

J. WALTER THOMPSON COMPANY

420 LEXINGTON AVENUE, NEW YORK 17, N. Y.

NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO, LOS ANGELES, SEATTLE, WASHINGTON, D. C., MIAMI, MONTREAL, TORONTO, MEXICO CITY, BUENOS AIRES, MONTEVIDEO, RIO DE JANEIRO, SÃO PAULO, SANTIAGO (CHILE), LONDON, PARIS, ANTWERP, FRANKFURT, MILAN, JOHANNESBURG, PORT ELIZABETH, CAPE TOWN, DURBAN, BOMBAY, CALCUTTA, NEW DELHI, SYDNEY, MELBOURNE.

Canton, Ohio is a Key DETERGENT & SOAP Market

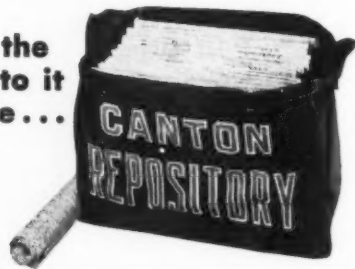


Canton Families use up to 38.7% more Detergents and Soap

Key Facts: Canton's water is 22 to 26 grains hard. Cleveland's is only 8 grains hard.

The 83,292 families in the Canton Metropolitan area use more soap, detergents, and cleansers than a comparable group of Cleveland families. Reach them through the Repository.

and the
key to it
is the . . .



A Brush-Moore newspaper, represented nationally by Story, Brooks & Finley

"Your Minute Maid lemonade stand," says a note which accompanies the kit, "is not a toy. Follow instructions for storing it when not in use or in case of rain." (Maintenance of plant and equipment.)

"Keep the grounds in front of your stand neat at all times. No one likes to drink around a messy place. Be sure all used cups are out of sight." (Good public relations.)

"Clean hands and clean cups are good lemonade salesmen!" (Attractive and sanitary packaging.)

"Good businessmen and women have good credit ratings. . . . In other words if you borrowed money to set yourself up in the lemonade business pay your debts right away, out of profits." (Sound fiscal policy.)

"Have two sizes of drinks and charge accordingly. When someone says, 'Lemonade' you say, 'Large?' They call that sales psychology which is fancy talk for good common sense. You'll be surprised how many people answer you, 'Okay, large.'" (Elastic merchandising and aggressive salesmanship.)

Minute Maid's Lemonade Stand Kit contains pennants, an apron poster, counter sign, a combination apron and megaphone, lapel discs, a salesman's cap and a budget book for keeping figures on costs, sales and profits.

As a matter of fact the company says the only thing it doesn't contain are instructions on how to cope with the excess profits tax!

"Purposeful Vacations"

Don't let the phrase "Purposeful Vacation" throw you. . . . This isn't one of those "improve yourself" cults. It's a special plan worked out by the World Travel Plan, of New York, to enable the global-minded employees of American industry to spend regular two-week vacations visiting Western Europe's industrial sites and meeting their European counterparts. And it's cheap—well, fairly cheap, anyhow. For as little as \$395 a person such a trip can be made, says World Travel. Here's how it works. . . .

World Travel gives you an interview. Out of it will come such pertinencies as the type of industry in which you work, your specific job, how much money you want to spend and how long you'd like to be gone. (The two-week trip can be expanded; the \$395 price is a sort of working base.) From this information World Travel arranges everything: If you're from the textile industry the company would route you to mills and factories in England, France and Switzerland. If yours is the dairy industry then perhaps your itinerary might be Norway, Denmark, France, Switzerland. But no matter where you go you'll be guided by a competent specialist in the language of the country and by an expert in the industry represented by the "Purposeful" tourists. What's more the rate you're given covers everything—transportation on scheduled airlines, hotels and living costs, all transportation costs while traveling from one country to another, tips and taxes.

World Travel assures us that while you'll learn a lot you'll have fun. They aren't making the vacations all "purpose" and no sport. You'll visit famous theaters, night clubs, circuses, parks and museums as well as the regular tourist sights.

The people who arrange all this say that management has been enthusiastic about the idea. What firm wouldn't want an employee who has seen how it's done elsewhere?

Not only that, aside from improving your technical knowledge, the rumor is your trip will be tax deductible. Who could ask for anything more?

COMMENT

"How Much Is It?"

The public wants to know the price tag on advertised products.

In fact, consumers now report that the No. 1 item they want to see in advertising copy is the price. Everett R. Smith, director of marketing and research, Macfadden Publications, Inc., lists:

What People Want in Today's Ads

	Total	Husbands	Wives
Price	42.0%	36.0%	48.0%
Description; what it is; how to use; contents	37.2	31.4	43.0
Quality; grading	19.6	17.3	22.0
Where available; name of manufacturer	10.2	9.3	11.1
Guarantee	7.0	7.5	6.4
Benefits; advantages of owning	7.4	7.2	7.7
Durability; dependability	4.9	4.2	5.7
Proof of claims (AMA, gov't stamp, etc.)	1.2	1.0	1.3
General ("give the facts," "the truth," etc.)	20.2	23.6	16.8
Not Reported	20.3	23.1	17.4

If consumers are this price-conscious as they read advertising, are manufacturers giving them the information which they want? James D. Woolf, advertising consultant, in his talk before the convention of the Advertising Federation of America, doesn't think so. Said Mr. Woolf:

"How any advertisement above the lollypop level can make sales-sense at all when it fails to discuss price and value, is a question that completely escapes me. Yet the majority of national advertisers seldom or never quote prices. A recent issue of *The Saturday Evening Post*, for example, carried 255 advertisements—and only 47 of them offered any sort of price information! And this at a time when the average American is more worried about his take-home pay—and about how far he can stretch it—than about any of the many other anxieties that beset him."

8 Attitudes to Overcome

When you are promoted to manager your number one problem becomes: people. At the same time, the most useful attribute you can bring to your job is: leadership. You need it to inspire faith in your plans, to win enthusiastic backing, to reconcile points of view, and to induce a sense of personal satisfaction among those who are to carry out your ideas.

A good sales executive must learn to overcome a constant parade of internal attitudes within his own organization. Walter H. Johnson, 35-year-old secretary of American Airlines, Inc., and former regional sales vice-president, sums up eight of these basic attitudes as follows:

1. A solicitation attitude: "We solicited their business to no avail," reports the salesman.

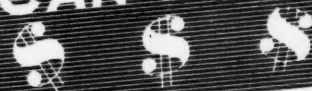


WATCH YOUR STATUS QUO

The usage trend for liquid and cream shampoos in St. Paul over the last four years is an interesting example of the constant undercurrent of change facing producers of consumer goods. This table tells the story.

	% FAMILIES BUYING			
	1949	1950	1951	1952
LIQUID SHAMPOO	60.4	60.1	63.2	65.3
CREAM SHAMPOO	44.5	40.5	35.9	37.6

CHANGE CAN MEAN



The relatively recent invasion of liquid starch is another instance where the search for new product forms is paying off. Look at this table on dry and liquid starch usage in St. Paul since 1949.

	% FAMILIES BUYING			
	1949	1950	1951	1952
LIQUID STARCH	8.3	12.2	14.2	17.0
DRY STARCH	93.7	89.6	87.0	84.1

In St. Paul we have a box seat to a really great show — the drama of shifting potentials and brand preferences. Our seat is the Consumer Analysis of the St. Paul Market. Maybe we can help you.

St. Paul Dispatch
A RIDDER NEWSPAPER
Pioneer Press





NOW - over ^{16,500}~~15,000~~ Theatres run Screen Advertising

Advertise your product dramatically and economically with Spot Movies (film commercials) in theatres. Movie Advertising combines *sight, sound, action, and color* plus **GIANT SIZE** — to give your sales message maximum impact.

The movie audience, attracted by high-priced Hollywood talent, is comfortably seated and relaxed when your message reaches them. This assures *virtually 100% attention*.

Today, screen advertising can reach an average weekly audience of 45 million movie-

goers, covering almost all cities and towns with 1,000 or more population. You can pick special markets, even special neighborhoods, on a completely selective theatre-by-theatre basis.

TIP TO TV ADVERTISERS

Make your TV film commercials do *double duty* by showing them in the movies in areas not reached by TV.

Get more information. Call or write our nearest office.

MOVIE ADVERTISING BUREAU

NEW YORK: 70 East 45 St.
CHICAGO: 333 North Michigan Ave.
NEW ORLEANS: 1032 Carondelet St.

KANSAS CITY: 2449 Charlotte St.
CLEVELAND: 526 Superior N.E.
SAN FRANCISCO: 821 Market St.

SALES MANAGEMENT

2. The success attitude: Stop planning—stop selling—business is good—let's all worry about filling our orders.

3. We're too busy: No time for planning—no time for training—no time for analysis—no time for thinking about the future.

4. The faucet attitude: Good salesmanship runs out of the tap like water; turn it on when business is bad; turn it off when business is good.

5. The service organization attitude: Let your salesmen say, "We're just a service organization."

6. The drummer's attitude: Frequently found in management of large corporations in departments not concerned with selling, or the success of selling. People in this group are apt to say, "Send the salesmen out to buy him a drink so he forgets about non-delivery," or says, "The damn sales department would rather argue for the customer than protect the company's interest."

7. Too much paper work: Paper work for paper work's sake is bad; but adequate paper work is essential to the success of selling.

8. Good salesmen are born: This attitude is easily recognizable in the corporation executive who meets a salesman, likes his personality, considers him socially agreeable, and is thereby convinced he has great promise as a sales executive.

Guest Editorial

It was a dramatic moment. It was showmanship with dignity. At the 14th Annual Salesmen's Breakfast of the Sales Executive Club of Los Angeles, the lights dimmed and 1,000 men (and two women) heard this message through the public address system:

"I am the voice of selling. It was my privilege to first see the light of day in the Garden of Eden and am, therefore, nearly as old as the memory of man.

"During the centuries I grew slowly and developed gradually. It was not until the 20th Century and then only in America that I came into the full bloom of adulthood and have become the potent force that was my destiny. My spirit has now become an integral part of everything that makes America great. That spirit prevailing in hundreds of thousands of individuals has generated the urge to develop fundamentals and techniques of creating desires in the hearts and minds of people to want the things or the services they present and to motivate those desires into the action of purchase.

"The satisfying of desires, created by good selling, has built America into a country that is the envy of the outside world. For in this great country, the true spirit of selling prevails.

"It is fitting and proper that in this great Southern California outdoor land whose growth and progress is attributable almost entirely to good selling, that its citizenry should, through the Sales Executives Club, pay tribute to those sterling salesmen whose outstanding proficiency has led to their being nominated by their firms to represent that firm in competition for the Distinguished Salesman's award for 1952.

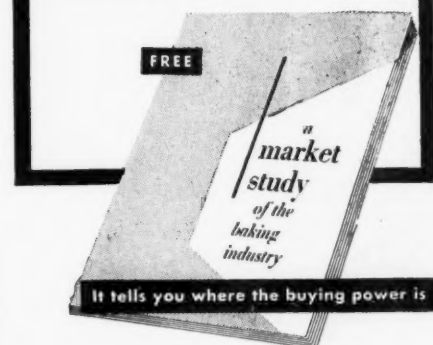
"To you nominees in this great competition we pay our tribute. You are outstanding in your field, your accomplishments are many. From your number, 10 will be chosen to receive the statuette—"Sammy"—the highest award in the sales profession.

"We are exceedingly proud to ask that at this time your Sales Manager present to you the Certificate of Nomination in honor of your outstanding work in the field of selling."

Now turn to page 48 for the 10 points against which award winners were rated.

now ready...

**new market study
of the
baking industry**



A new market study of the baking industry has been prepared as a guide for sales managers, advertising managers, agency account managers, space buyers, market analysts, and merchandising managers.

The study covers the size of the market and its organization by types of producers and distributors; tells how it has changed in recent years. It charts the various sizes and types of establishments; shows how 90.7% of the business is done by only 35% of the total number; includes a new Government tabulation of retail establishments made by the Bureau of Census especially for Bakers Weekly. All of this information is essential to sound sales and advertising planning in this market.



Bakers Weekly
The business magazine
of the baking industry

**AMERICAN
TRADE
PUBLISHING CO.**

45 West 45th St.,
New York 36, N. Y.
520 North Michigan Avenue,
Chicago 11, Illinois
Simpson-Reilly, Ltd.,
1709 West 8th Street,
Los Angeles 17, California
703 Market Street,
San Francisco 3, California

S-6

Bakers Weekly

45 West 45th St., New York 36, N. Y.

Please send my **FREE** copy of the handbook
"Market Study of the baking industry."

Name

Company

Position

Street

City Zone State

Mail from all Chicagoland... proof of *TV coverage*



An announcement
on ONE recent early
afternoon telecast
on Station WNBQ
resulted in mail
from . . .

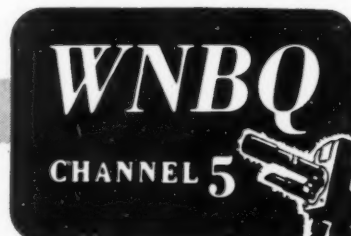
- 144** Illinois cities and towns
in addition to Chicago
- 34** Indiana cities and towns
- 10** Michigan cities and towns
- 8** Wisconsin cities and towns

FORTY PER CENT of the mail was received from areas OUTSIDE Chicago
— again proving that it's Station WNBQ which offers COMPLETE Chicago-
land television coverage and a loyal and responsive audience which BUYS.



TELEVISION IN CHICAGO

Represented by NBC Spot Sales



SALES MANAGEMENT

SIGNIFICANT TRENDS

As seen by the Editor of Sales Management for the fortnight ending July 1, 1952

BETTER NEWS FROM RETAIL ROW

For three months in a row, retail sales have been on the rise and merchants credit the big May gain over April to a suspension of credit rules which they say brought out the buyers in droves. This may be the pickup which has long been deferred and if so it will help both the consumer goods makers and industrial sellers, because the latter can't prosper indefinitely unless there is a free-flowing movement of consumer goods and services.

Certainly there is no shortage of consumer dollars. For the complete year of 1951, about \$11.2 billion (5½% of disposable income) was saved in the more liquid forms—cash, bank deposits, securities, savings and loan association shares. Repayments of consumer credit were at a standoff with new consumer credit granted.

I don't see any evidence which would credit a slight increase in retail sales to better retail salesmanship. Yesterday, for example, I went to an appliance store to buy a good fan for the house. The store featured the Vornado line at prices ranging from \$20.00 to \$40.00, and there was a very cool spot—on the extremely hot, humid day—around the display, for a half-dozen samples were in operation. Several men who can be described only as "so-called" retail salesmen were chatting 15 feet away, and I was the only prospect in the store. I had to call out, "Will one of you fellows explain these fans to me?"

One of them, reluctantly it seemed, detached himself

from the group and said, "What do you want to know about them?"

"Well, I've never owned one and it seems entirely different from the conventional fan . . ."

That statement, I thought, would give him a good lead for launching into a sales talk.

"Yes, it is." That was the extent of his sales talk.

"But how does it operate—what do you do to tilt it and how do you control the speed?"

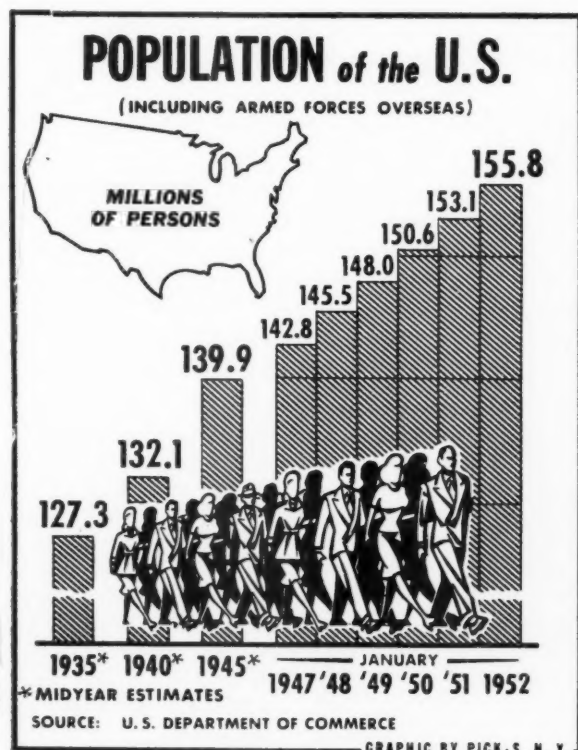
"Oh, you just push it when you want to change the direction and you turn that button to control the speed."

That, believe me, was all that he said. I don't like to take a chance on getting a finger caught in a revolving blade and I wanted him to demonstrate. As he delivered the last words of his non-demonstration answer to my question, he turned around and went back to resume his conversation with other employees.

I was just mad enough to snap back at him, "Aren't you interested in making a sale?"

He returned, muttering, "It's the heat. It's getting me today."

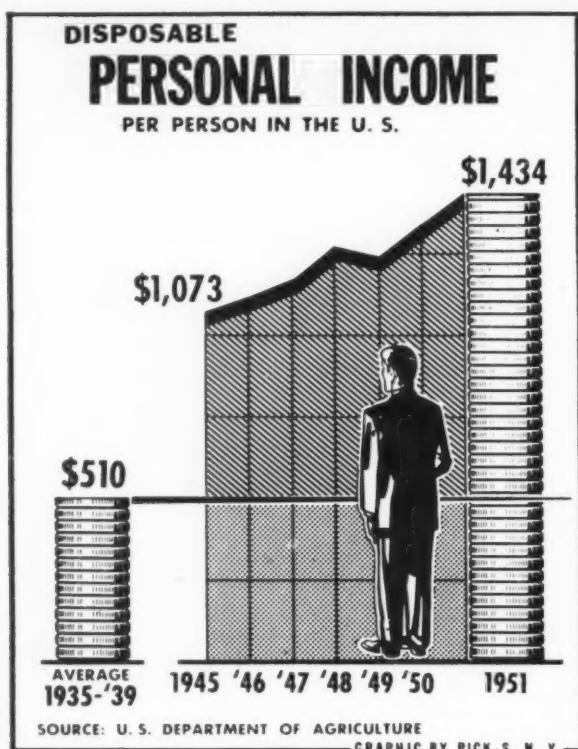
That struck me as a rather weak tribute to the efficiency of the Vornado fans!



FAIR TRADE IN THE NEWS AGAIN

The Eastman Kodak Co. startled the merchandising world last month by announcing that it would no longer attempt to control the retail prices of its merchandise. Apparently the company took the realistic attitude that it didn't have the policing power to make Fair Trade prices stand up, and it was aware that camera enthusiasts had no difficulty in finding shops where they could buy retail merchandise at a saving . . . The Senate held hearings on the enabling legislation passed by the House (See feature article this issue on the techniques employed by the druggists to get Congressional votes). . . . An Allentown, Pa. department store, Hess Bros., used a full page in the *New York Sunday News* to announce price cuts on famous name nationally advertised products on sale at a department store 85 miles away. Max Hess, Jr., head of the store, called it a decidedly expensive gesture designed to underscore a principle.

"In scores of instances we have sold more units of nationally famous items in the past few days than we sold in the previous six, nine or even 12 months . . . It proves once again the point that many merchants have known for many, many years—whatever the product, whether its worth is under a dollar or up into the hundreds or thousands; if it is a desirable product, there is a price which the great majority of customers will recognize as a "right"



price—and at that “right” price that product will sell freely. This “right” price may only be established by the customers themselves—it is only determined by their desire and insistence for the product—no rules of supply, demand, cost of manufacture, labor, cost of raw supplies or any other factor can determine this “right” price . . . It is utterly without foundation or logic for a manufacturer to establish—and attempt to fix by law—a price for his product solely on either his personal ideas of the construction to produce the item or from any private notion of fixing a retail price or insuring a personal profit, *regardless* of what the customer was prepared to decide the product was worth to him.”

The editor of *Purchasing Magazine* asked a cross-section of purchasing agents in all parts of the country for their opinions on the basic issues in the Fair Trade dispute . . . 87% feel that Fair Trade price-fixing is inconsistent with the principles of competitive free enterprise . . . 85% say their experience and observation do not support the Fair Trade proponents' claim that price-cutting tends toward monopoly by destroying the weaker competitive units . . . 51% believe that manufacturers' suggested resale price lists can be maintained effectively . . . 21% support the idea that a manufacturer has the right to control the pricing of his product after title has passed to the dealer or other purchaser.

These purchasing agents were not asked to indicate whether or not their individual companies made any attempt to set and control prices on the product of their own manufacturing plants. It's only human to shift from Dr. Jekyll to Mr. Hyde as we are buyers at one moment, sellers the next.

SEMANTICS AND MARKETS

Many terms used frequently in selling and advertising have different meanings to different people. The word *merchandising* is a prime example. It can mean store-

keeping, the movement of merchandise, or a type of promotion, such as the “merchandising” of an advertising program . . . *Distribution* is another word on which there is a variation in understanding—ranging from the physical movement of goods (rail, truck, air, warehouse) to an all-over term embracing everything except production.

And so are the words *rural* and *rural non-farm*—as used by Census and business. Perhaps because I grew up in a small Wisconsin village I'm sort of touchy on those terms. I don't think of that town—and the thousands of similar ones—as rural, and yet its prosperity is definitely tied up with farm prosperity. Furthermore, the terms can't be used properly as indicating population size, since many small towns are suburbs of big cities, and have their characteristics, yet census-wise they are “rural non-farm.”

The publishers of *Farm Journal* and *Pathfinder* have come up with a term which makes sense in describing their market—the “country-side” market—a combination of farms and towns under 10,000 which are closely allied with farming. The two magazines will continue to be published independently but, starting with September issues, a combination package will be available to advertisers—a 4,000,000 circulation unit.

SMART PROMOTION

Ray Hickok, president of the Hickok Manufacturing Co., has a number of shoppers at work around the country armed with crisp new \$100 bills and a personal letter from the company head. The shopper completes an actual transaction at the counter where Hickok merchandise is normally sold. If the sales clerk volunteers the suggestion of the additional purchase of a Hickok item, out comes the \$100 bill and the letter. First reports of the plan showed that awards were given in 13 out of the first 300 stores visited.

The letter reads: “Congratulations. It is my pleasure to award you this \$100 Hickok shopping award for outstanding salesmanship on Hickok products. Your enthusiasm in recommending Hickok items to your customers is a source of satisfaction to me and to all of us at Hickok. Keep up the good work.”

PEP MESSAGES TO SALESMEN

Is the inspirational sales message passé? Is the language of inspiration that moved young men 30 years ago totally obsolete today? Is the new generation smarter, more cynical? Is there any moral for selling in the recent experience of Rogers Hornsby, who found that major league ball players of 1952 cannot be “driven” as they were when he was a player under the late “Muggsy” John McGraw?

Several months ago the Grey Advertising Agency distributed 33,000 copies of a message to manufacturers' salesmen, and a large number of these men wrote to Grey, criticizing the “sales messages” of their employers. The agency has followed through with a special bulletin listing and describing 18 do's and don'ts for messages to salesmen . . . It's good stuff, and if you care to write Lawrence Valenstein, President, Grey Advertising Agency, Inc., 166 West 32nd Street, New York 1, N. Y., I think he'll be glad to send you a copy of “Grey Matter” for June 15.

PHILIP SALISBURY
Editor

SALES MANAGEMENT



How many sales built this plane? The Douglas SKYROCKET pictured above utilized the skills and products of 169 firms. Parts ranged from tiny nuts to complex gyros.

How do you sell this \$30,000,000,000 market?

If you are interested in selling the aviation market, *Aviation Age* offers you its help.

Here are some of the things you need to know, in order to pinpoint the market for your product in this vast, complex field:

- Which branch of aviation is your best market—military, airlines or manufacturers?
- Who are the key men in each of these branches directly responsible for buying your product or approving its use?
- Are they in design engineering, in supply, in purchasing, in maintenance engineering?
- How many are there?
- How do you identify them?
- How do you reach them?

Aviation Age may be able to help you answer some or all of these questions. Complete information on the latest

developments in aviation is in our files. We have grown up with the aviation industry. We have coped with many of these problems ourselves, editorially and circulation-wise. We know *who* the key men are, and *where* they can be reached.

As part of our responsibility to the industry we serve, we will be glad to make our intimate knowledge of the aviation market available to you. Much of it has been compiled in the form of a valuable Market Data File, which we will send you free of charge on request. Also, our marketing representatives will be glad to sit down with you and discuss your problems. Their extensive information may supply exactly the answers you are looking for.

To take advantage of these services, simply mail the coupon below. We ask only that your interest in selling the aviation market be genuine.

AVIATION AGE

MARKET DATA FILE

AVIATION AGE

205 East 42nd Street, New York 17, N. Y.

- ☐ Please send Market Data File
☐ Please have representative call

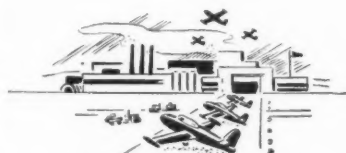
Name _____

Title _____

Company _____

Address _____

City _____ Zone _____ State _____



Aviation Age's circulation is industry controlled—consisting entirely of men with proved current buying influence. Our circulation lists are built and maintained by high-echelon officials in the Air Forces, in each manufacturing plant, in each airline, in airports, in aircraft service firms and in the overseas aviation market.



Aviation Age's editorial policy is to interpret the significance of the industry's major technological developments, to analyse the impact of these developments on the separate fields of aviation... and as the industry's spokesman, to alert its leaders, government officials—and even the general public—to aviation's principal problems.

Let us help you sell the country's No. 2 market! Write for our Market Data File. Ask to have our personal marketing representative call. Mail this coupon today.



What do national advertisers like **LEAST** about newspaper co-op advertising?
(based on number of mentions)

- 7% checked: "The local outlet seldom uses good judgment in selection of medium to use"
- 18% checked: "Robinson-Patman Act makes it necessary to make tie-ups with too many small or undesirable outlets."
- 18% checked: "Many dealers make so much by charging us at open rate, while they have volume rate, that their own share is practically nothing."
- 22% checked: "In actual practice it turns out to be another discount rather than advertising assistance"
- 22% also checked: "Dealers high-pressure us; we do as little as we can get away with."



What do national advertisers like **MOST** about newspaper co-op advertising?

- 25% checked: "We prefer advertising which we control directly, but we get cost-savings on co-op."
- 47% checked: "Helps to positively correlate sales and advertising."
- 48% checked: "We like it and try to increase it."
- 60% checked: "Newspaper co-op advertising by good dealers gives us invaluable local tie-in and added prestige."
- 64% checked: "Newspaper co-op advertising makes the retailer a desirable ally of our advertising and merchandising set-up."

Co-op Ads: Sales Tool or Fraud?

Among national advertisers, about half believe that newspaper co-operative advertising is a great sales maker—but some of the others brand it "the quickest way to business suicide." 181 advertisers give their views to SM.

BY PHILIP SALISBURY • Editor

Several years ago, a speaker at an Association of National Advertisers convention branded newspaper co-operative advertising as "advertising's greatest growing pain."

It continues to grow—and to be increasingly painful to many, including some of the national advertisers, most of the advertising agencies, practically all of the firms of newspaper representatives and many of the newspaper publishers. Retailers, especially the large ones, find many reasons for

liking the plan, as do many of the manufacturer users.

Newspapers, representatives and agencies report that never has the interest in the subject been as intense as it is today, and the Newspaper Advertising Executives Association at their summer convention in Daytona Beach a week ago devoted an entire half-day session to the subject, with your editor as discussion leader.

Not only is the subject of intense interest to many people, but there is

probably no subject connected with marketing which is shrouded with so much secrecy. In general, advertisers want to know what the other fellow is doing, but hesitate to tell anything approaching "all" about their own operations—because of competitive situations or the gnawing fear that they may have done something which would be construed as a violation of the Robinson-Patman Act or the Price Control regulations.

Through a mail survey, SALES MANAGEMENT seems to have succeeded in piercing this veil of secrecy to more than a slight extent—but only by swearing on a stack of Bibles that no names would be divulged.

The survey was conducted as follows:

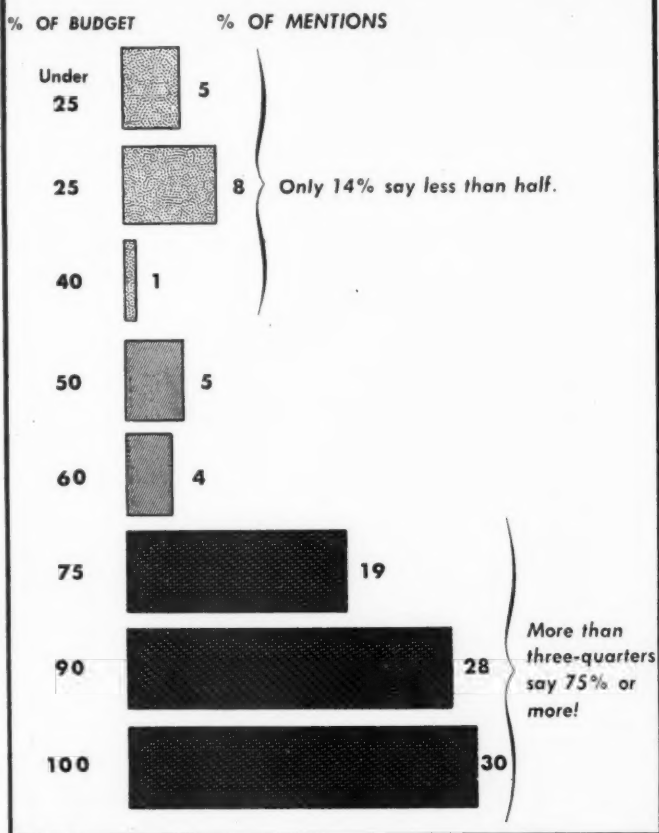
From a list of national advertisers in fields where co-operative advertising is used (nearly all branded consumer goods products sold through retail stores, except automobiles), 602

(continued on page 72)

SALES MANAGEMENT

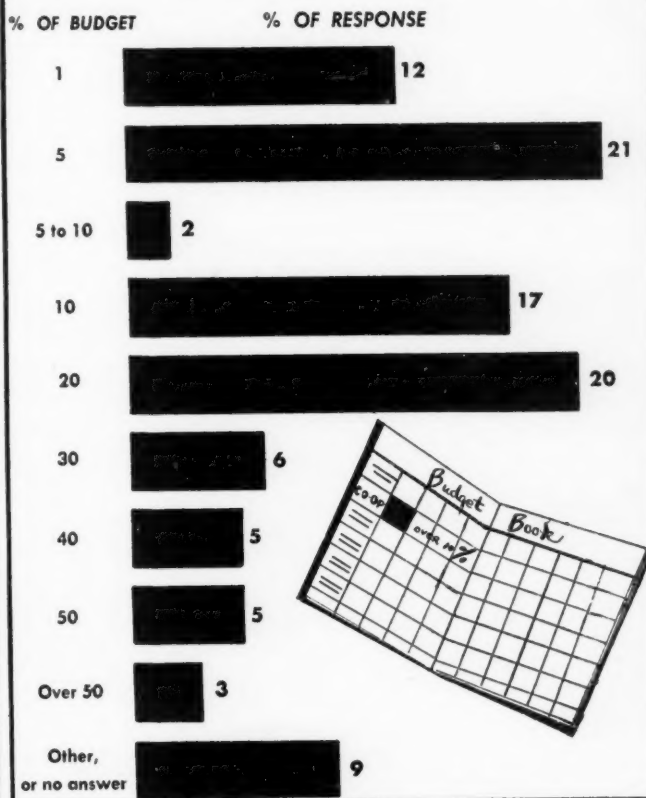
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"What percentage of co-op funds budgeted were actually used in 1951?"



"Approximately, what percentage is the newspaper co-op budget of your total consumer ad budget?"

The median average is a fraction over 10%:



What does a 10-plus % average of the total budget mean in terms of the newspaper expenditure for "national?"

This is the average for the users of co-op; deducting for the non-users in all fields, a 3.5% figure for all national advertisers seems conservative.

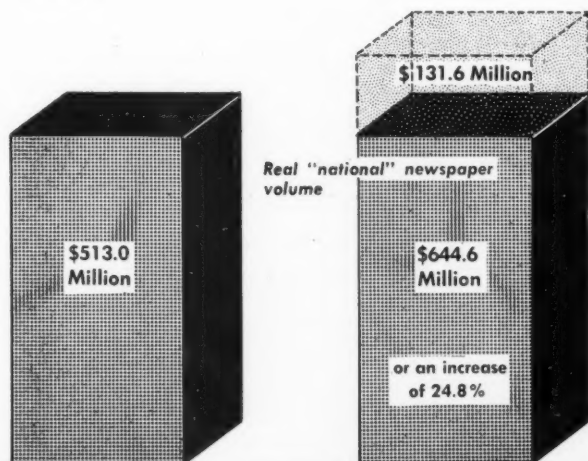
The total "national" expenditure for 1951 is estimated by "Printers' Ink" at \$3761 million.

What, then, is the true newspaper figure?

$$3.5\% \times \$3761 = \$131.6$$

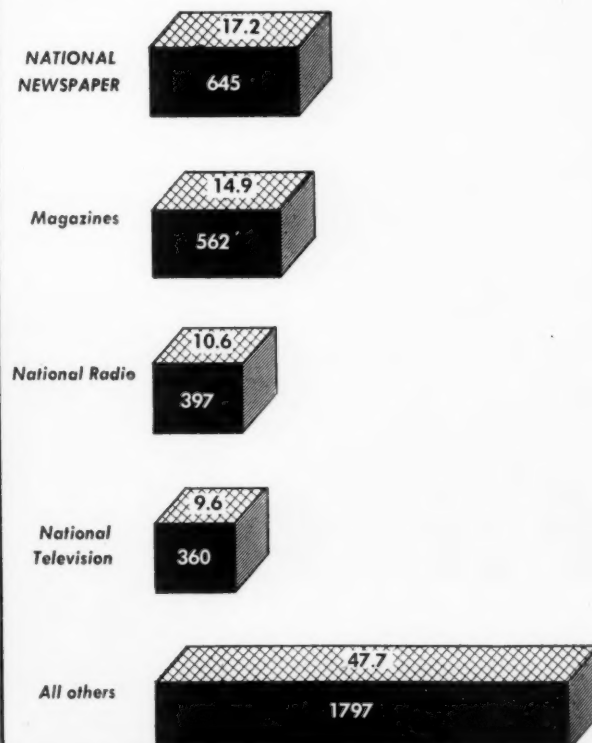
"National" as measured by the Bureau of Adv'g., A. N. P. A.

Estimate for newspaper co-op



Allowance for co-op spending by national advertisers would change the alignment of the major media groups:

% of national dollar
 Dollars, millions



FOUR DECADES ago, when J. Basil Ward was still in his teens, he took his first job with Addressograph-Multigraph Corporation. After several months of schooling in the factory learning to assemble and adjust the Addressograph machines the company gave him a brief case and sent him out as a salesman. The other day his company paid him its highest honor. It made him president. But in all the years between that first sales job and today's top spot "Bass" Ward has been a salesman. And during those years he racked up some enviable sales records: He's been a 23-times member of the Hundred Club—an all-time company record. Only salesmen who've made their quotas earn membership. And he's the first man to reach the company's presidency through the ranks of salesmanship. Although he's always been a deep student of salesmanship and people he's never leaned toward the slogan type of approach. He likes to get the facts in front of his men, then work with them. As a matter of fact he thinks that "with" should never be left out of a sales manager's code.



They're in the News



"TO ACHIEVE FULLEST COORDINATION of production, programming and operating resources in both media . . ." is the way National Broadcasting Co. puts it: The "it" is the appointment of Sylvester Weaver, Jr. (below) as v-p in charge of both the radio and TV networks and Frank White as v-p and general manager of the two networks. Weaver, who's been in charge of the TV network will attempt to pull off some of his magic for the radio end of things. White came to NBC from Mutual recently. (He was Mutual's president.) Through this doubling-of-brass, *in* brass, NBC plans to use many of the personalities and attractions which have been their TV prides on its radio programs. By the same token its TV audience will get coordinated schedules of entertainment and



information programs on both radio and TV. Weaver is the original fireball: At 31 he was ad manager of American Tobacco, came to NBC from big Young & Rubicam, where he was v-p for radio and TV . . . White started out as a man adept at handling money. He joined CBS in '37 as treasurer. Five years later he became a v-p, then president and director of Columbia Records, Inc.; moved to Mutual as top guy in '49.

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LIKE YOUR WORK . . . and you'll succeed. Robert Mark Gray has made notable success of his own career by working on that principle. In addition to being manager of the Advertising-Sales Promotion Department of Esso Standard Oil Co. he's the new chairman of the Advertising Federation of America . . . Bob Gray's office is a big, airy, sprawling place, full of personal things—pictures, mementos, even a favorite ship model. He believes in being comfortable where he works and he believes in giving five good days to his job. He saves his fun for weekends. Born in Indianapolis he went to four colleges, took the courses which *interested* him. In '28 he left college, decided advertising interested him more than anything else. So he spent a year learning all of its mechanics he could, then moved on to an Elkhart, Ind., agency. Later he hooked up with BBD&O, worked for them in Chicago and New York. But in '34 he applied for and got a job in the Advertising Department of Esso Standard. He's worked in almost every job the Department has. All of them interested him, too!



BY HARRY WOODWARD



THE EASY TRANSITION . . . Harry W. Chesley, Jr. is about to make it. He's leaving Pepsi-Cola Co., where he's been a v-p, heading the company's national sales, and moving downtown to 100 Park Avenue. In that new building lives Philip Morris & Co., Ltd., and Harry will be its new v-p. His new job entails supervision of the selling, merchandising and advertising activities of the company. He says that jumping off Pepsi's spot and landing to PM's call will be the easiest move extant. "In both products," says he, "distribution and availability are the keynotes to success and Pepsi and PM are similar from merchandising standpoints." Harry Chesley was born in Towson, Maryland but his family moved to Chicago when he was seven. His grandfather was Dr. Frank Gunsaulus, president of Armour Institute of Technology. His first job was with another famous packing name—Swift. He was in charge of package sales for the eastern sector of the U. S. . . . He lives in Mamaroneck, N. Y., has a wife, two boys and "all the usual bad habits."



IF ED CASHMAN had his way, every beach would be adorned with inflatable water toys. . .

They Laughed when Ed Cashman Took Over a Hog Feed Mill

... but who's laughing now? Plastic toys alone now gross as much as the entire business did 10 years ago. And the animal feed business is bigger than ever. Nothing that Ed Cashman does any more surprises his management.

Ed Cashman has diverse preoccupations: toys, swimming, hogs.

He's president of Doughboy Industries, Inc., New Richmond, Wis., and his company turns out and stamps its trademark on such widely contrasting products as formula livestock foods, inflatable plastic toys and heat-sealed, portable swimming pools.

The man who weaves all these widely separated threads into one strong rope is a 170-pound bundle of energy just turned 47.

Persons who have watched Cashman wheeling and dealing in the fields of salesmanship, promotion and merchandising say they have been surprised by Cashman so many times in the past that it wouldn't surprise them now to see hogs in backyards and swimming pools in front yards.

When he was in his late twenties

Cashman knew a lot more about the production and sale of meat than he did anything else. He started as a production worker with Hormel & Co., Austin, Minn., and saw the first half dozen hams being smoked to determine whether they could be packed in sealed tins. When Jay Hormel asked Cashman whether he thought the idea was feasible, and Cashman said it was, Hormel told Cashman he had the job of selling the finished product. Cashman soon was general sales manager of the Packing House (meat) Division of the company.

Then, in 1936 when Cashman was 31, the people at New Richmond were looking around for a man to head the key industry in their town, Doughboy Industries, Inc. As modern industrial plants go it was a sorry

looking roller mill for the production of livestock feed and flour, in limited production since about 1885.

The plant looked good, for some reason, to Cashman. It didn't look good to Hormel who spent considerable money assembling statistics to prove to Cashman that most persons who entered the milling field without previous experience ended up in bankruptcy court. Cashman took the job anyway, and became president of Doughboy.

Strange things have been happening in New Richmond ever since.

The sales organization, which up to the advent of Cashman had been staffed by portly gentlemen calling on the trade, gradually evolved into a compact group of hard-hitting youngsters fresh out of agricultural colleges. They knew more about livestock feeds and livestock ailments than most veterinarians, and they could talk proper feeding schedules with dealers and farmers alike.

New advertising programs were launched. The company cooperated with programs of co-operatives. There were dealer incentive programs. There were coupons in bags of feed, good for products ranging from toys

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... every backyard equipped with a kids' plastic swimming pool ...



... and there would be lots of hogs fattening ... all with Doughboy products.

to ice boxes in the "old" days and television sets today.

About eight years ago Doughboy built a new feed plant that became something of a model in the industry. Instead of having men dump a certain number of bags of feed into a chute, in the hope that the various ingredients would become mixed, the plant utilizes electric elevators that take the ingredients from certain bins, run them up half a dozen stories to mixing bins, then run the mixture down to sacking stations.

Through an electric panel, as complicated as a control board in a bat-

tle-ship, a ratio can be changed by pushing a button. By pushing other buttons, the end product can be changed from a mash to a pellet product, by running the mash through molasses.

About this stage of development the company decided it ought to go into the feed dealer business. It believes a one-stop store would save the farmers a lot of shopping around. It even added a line of hardware.

Cashman admits, with a wry smile, that it cost the company a quarter of a million dollars to find out that the farmer *likes* to do his own shopping

around. Doughboy retired from the one-stop store field as gracefully—and as quickly—as it could.

Diversification became the watchword of the company to such an extent that the company now manufactures approximately 57 feed items, including a complete line of poultry, dairy, hog, and livestock feed, with turkey feed as a leader.

While Cashman was conceding that Doughboy had no business in the hardware line, he was busy establishing a Fairfield, Ia., soybean plant.

Then, in line with the diversification policy, the company went into the pulverized oats business. This helps to round out the production timing of the mill and aids materially in providing year-round employment for workers in the plant.

How It Started

A major step in development of the company began in a small way, when Cashman decided to set up a small machine shop to aid in the repair of mill equipment. He found out that among the farm boys he had recruited he had some mechanical wizards. They developed, among other things, a machine to heat-seal packages. It was so good that the Du Pont Company aided in the sale and expansion of the product.

That led Doughboy into the packaging of Army rations during the war. The operation was so successful that the company now has a principal division devoted to heat-sealing equipment. It also required such a volume of printing that it set up its own printing plant to meet needs during the war years. The shop now takes in outside work, when the schedule permits, and does an annual business of about \$175,000.

The heat-sealing operation led Doughboy into the field of plastics. And when the war was over and Cashman had to think of continued employment for several hundred women and men he had recruited from the countryside and trained, he began to get ideas on utilization of the possibilities of plastics.

The inflatable plastic toy field looked good to him. His Research Division, after extensive testing, reported that the shortcoming of inflatable toys then on the market was that they developed leaks along the seams. Then his Mechanical Division came up with the idea of cutting narrow bands of plastics and using the bands, in the heat-sealing process, over the seams.

Doughboy went into the inflatable toy field in a large way during 1948.

Advertising was placed in *Life*, *Better Homes and Gardens*, *Country Gentleman* and *House Beautiful*. During winter months the company branched into *The Saturday Evening Post* and *Holiday*. It hit the business papers, including *Toys & Novelties*, *Playthings*, *Retailing Daily* and *Hardware Age*. There were various articles about the company in some of the trade books. The company recently took test spots on television.

Although the plastics business was the new life of the company, Cashman didn't neglect the "bread and butter" feed line. Doughboy formula feeds now are sold on 19 radio stations, but the company recognizes that freight rates limit its sphere of activity, so far as feeds are concerned, to Minnesota, Wisconsin, parts of the Dakotas and northern Iowa and northern Illinois.

Jay Hormel Advises

Cashman continues to get occasional counsel from Jay Hormel. And directing his advertising and promotional campaigns is John C. Cornelius, vice-president of Batten, Barton Durstine & Osborn. Cornelius was a junior account executive handling the Hormel account for BBD&O when Cashman sold meat for Hormel.

Has the vast sales, merchandising and advertising program paid off?

In four years, Doughboy has come to be recognized as the leader in the field of inflatable plastic toys. It does twice the gross of its nearest competitor.

Salesmen, generating enthusiasm from a series of incentive plans, are covering the formula feed area as they never covered it before.

Production people, including about 300 women among the approximately 600 employees, with an incentive program of their own, match just about any pace the salesmen can set.

The company, doing a \$2-million business 10 years ago, has jumped that to \$15 million. It is doing a \$2-million gross on the toys.

When feed industry figures were assembled about a month ago, they showed an industry-wide increase of 16%. The company's feed business, during the same period, is up 41%.

The company, which once could carry its records in the treasurer's hind pocket, is spending half a million dollars this year on advertising and promotion—and Cashman is fretting because it isn't more.

The reason the company isn't spending more, Cashman explains, is that bankers constantly advise him against spending more money to get

more business, more work for employees and more profits for the company, because it will push the company into higher income tax brackets.

That, to Ed Cashman, doesn't make sense. He says the country wasn't built that way. He says the Federal Government should either cease to be a compulsory partner of business or get off the shoulder of

business so business can invest its own profits in capital outlay.

Associates of Cashman suspect he borrowed the \$20,000 with which he bought into Doughboy when it was supplying the countryside with livestock feed and flour. They believe that now, 16 years later, he could write a check for a million and a half without embarrassing local bankers.



BARTRAM STIFFLER (left) Du Pont representative, is interviewed by Mark Evans on "This Is Washington."

Merchandise the Ads? No Trouble for Du Pont

Would you like to get your local salesmen into the act when you have a newsworthy idea to exploit in the field?

Radio and TV are ideal mediums to convince salesmen of the promotional support they are getting from the home office. They can make personal appearances!

Let's show what Du Pont did in the past winter on its anti-freeze (Zerone and Zerex) campaign.

Du Pont's agency, Batten, Barton, Durstine & Osborne, Inc., prepared radio and TV interview scripts and TV slides on winter driving safety. These interviews were models of institutional promotion. They mentioned Zerone and Zerex, but not too often. All in all they qualified for public service programming.

Scripts were turned over to Ruder and Finn Associates, New York, public relations agency with repre-

sentatives in 150 cities, who in turn briefed the local Du Pont representative on his role, and set up dates for the Du Pont salesmen to appear on a local radio or TV show. Working from the Du Pont safe driving scripts, the Du Pont salesmen were guests on at least two AM or TV stations in each city covered.

In some cities, interviews became the bases for stories in local newspapers. Some interviews were recorded and played back at sales meetings, and for the personal use of the salesmen.

Du Pont achieved three goals with this idea: Dealers were alerted for the anti-freeze promotion. Salesmen became an integral part of it. The consumer was given a useful message.



WHAT'S WRONG . . . with this picture? The secret is in the "roly-poly" bottle . . . and in Hiram Walker's novel retail promotion.



CARELESS BARTENDER? It's the bottle that's careless. Somehow it keeps tipping over, but after a scare, the patrons remember label.

A Topsy Bottle Builds Business For Bars and Package Stores

Hiram Walker re-introduces an old label to consumers by playing a practical joke, defying laws of gravity.

There's something going on in the nation's bars and package stores that is creating quite a stir.

Thirty-thousand whiskey bottles won't behave themselves; instead of sitting up straight and proper like the ordinary bottle of spirits, these rowdy jugs come spinning down the bar at a 30-degree list and scare patrons off their stools. When a customer walks into a package store and sees a bottle balanced on the edge of a shelf, pointed toward the Atlantic Ocean, he has to reach out for something substantial, like a wall, and steady himself.

Maxwell Liquors, Inc., Jacksonville, distributor of Hiram Walker, Inc. (Canadian Club, Imperial, Walker's De Luxe), is behind all the fuss in Florida caused by the "roly-poly" bottle. Maxwell's salesmen are distributing the bottles to retailers

and bar men, re-introducing Ten High Straight Bourbon whiskey. The bottles carry the regular Ten High label, are made of plastic, have an electronically sealed metal base which keeps them in perfect balance. The weight automatically swings the bottle upright when it is tipped.

Says Clair Maxwell, Jr., vice-president, Maxwell Liquors, Inc., "Our salesmen are instructed to place a 'roly-poly' bottle on shelves so that the bottle tilts forward or sideways. The bottle not only attracts consumer attention, but obliterates the competitors' labels on the shelf next to it."

The "roly-poly" is one of 28 separate sales promotion items used to re-introduce Ten High. Other items include: window displays, floor, shelf, backbar and counter displays, car and truck streamers. Also included is a sales brochure which shows why Ten

High was one of the leading whiskeys in the country prior to World War II. All promotion material, together with local newspaper advertisements, features the "roly-poly" bottle.

"To tell the story of the return of Ten High to the retailer in a novel manner," says H. D. Dols, Hiram Walker sales promotion manager, "a recorder with a 40-second message by Ross Corbit, president of H-W, telling the Ten High story is used by all distributor salesmen and Hiram Walker representatives throughout the country." He points out that the "roly-poly" bottle is placed in the program as a "conversation" piece and used as a means of getting label identification as quickly as possible in both package stores and bars.

According to Mr. Maxwell, the bottle has caused "many and varied reactions. . . . One person fell off the stool when the bottle was rolled down the bar at him, but luckily he wasn't hurt and took it as a joke."

The bottle is made by the L. A. Goodman Mfg. Co., 131-145 W. 63rd St., Chicago, Ill.

People and their Ideas



MESTA

Madame Mesta Points a Finger

Washington's ex-social czar, hostess at many a fabulous party for bigwigs in politics and business, and now U. S. Minister to Luxembourg, **Mrs. Perle Mesta** addressed the Advertising Federation of America convention with some stern words. Warned Madame Mesta:

"This growing tendency in America to close the doors to imports is having a most unhappy repercussion abroad . . . it has created fear in the hearts of all those who are working to build a solid economic foundation to the political and military of the free world." If America slams the door on imports, Europeans will be forced to trade with Russia.

Best Seller

The preview of "Bright Future," General Electric's new movie on home lighting, was an apt occasion for **W. H. Robinson, Jr.**, mgr., adv. div., lamp dept., Cleveland, to remind sales executives that people buy the benefits and not the product. Said he:

"G-E's 'See Your Home in a New Light,' a booklet as useful as cooking recipes, has been given to 2,500,000 people in a year and a half. No previous literature on home lighting ever received one-tenth of that distribution in that length of time."

Better Letters Do It

Non-gobledygook letters will win you a new job. And if you can train sales correspondents and other company letter writers to be brief, to be courteous, to be friendly, and to put the *you* into every letter, you can win a promotion. It's happened to **Clifford B. Reeves**, just upped to vice-president for public relations, The Mutual Life Insurance Co., New York. In 1941 he left Doremus & Co., financial ad agency, to help Mutual humanize their thousands of daily outgoing letters.

O. K. on Pipe Smoking

Pipe smoking is coming back into favor . . . and part of the credit goes to **Bernard Gould**, v-p of Kaywoodie Co., who's just assumed the additional duties of general sales manager.

Kaywoodie and Yellow Bole sales have leaped 40% in the past year. Ex-Toni director of sales, ex-Gillette research director, Gould is applying tested techniques to a rejuvenated line. Some reasons why sales are up: new pipe styles (there's now one strictly for formal wear) . . . brighter point-of-purchase aids . . . premiums to jobber salesmen.

Thomas C. Dabovich has been named sm of the Industrial Chemical Division, J. T. Baker Chemical Co. . . . **Curry W. Stoup** has been elected v-p and general sm, Harry Ferguson, Inc. . . . Taking over the newly-created post of merchandising manager at Northam Warren Corp., makers of cosmetics, is **John M. Volkhardt** . . . Some 40 Chicago home economists, press and radio representatives recently honored **Miss Lillie Mae Houston** at a luncheon, following her appointment as International Harvester Co.'s new director of home economics.

The Comet Rice Mills has a new general manager of sales, **C. J. Buettner** . . . **Jerome R. Peskin**, long associated with business magazines, has become general sales manager of Industrial Publications, Inc. . . . Firth Sterling Steel & Carbide Corp. has appointed **E. William Kalb** steel sales manager . . . The Oliver Corporation has named **Homer J. Donagher** v-p and general sm of the Chicago farm and industrial equipment manufacturing company. He's been with Oliver since his graduation

from Purdue in '25 . . . New manager of marketing at Hotpoint, Inc. is **John F. McDaniel**. He'll direct all company marketing activities through a national sales organization including 11 districts, 100 distributors, 11,000 dealers. . . . **Edward M. Stanley** has been named publisher of *Mill & Factory*, **A. M. Morse, Jr.**, publisher of *Purchasing* and **C. Frank Jobson** publisher of *Liquor Store & Dispenser*. Each magazine is a Conover-Mast publication.



MERAHN

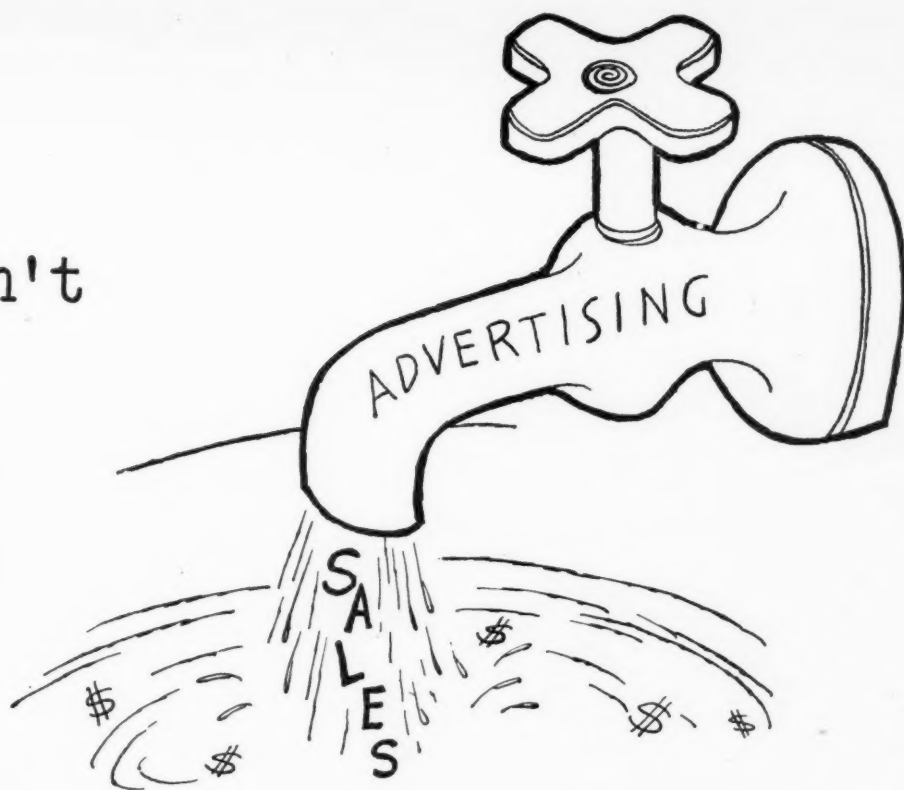
Lawrence W. Merahn has been appointed promotion director of the New York *World-Telegram and Sun*. He'll supervise all advertising, circulation and special events promotion . . . Chrysler Export Corp. has a new v-p and general sales manager. He's **Philip K. Hill** and his duties will also include supervision of sales and service operations for all Chrysler products in overseas markets . . . New sales manager for refrigeration, Philco Corp., is **Albert J. Rosebraugh**, a Philco veteran . . . **J. J. Curtis** has been named national accounts manager for Johnson's Wax.



CURTIS

SALES MANAGEMENT

It
Doesn't
Work
That
Way!



"Sales have fallen off, Herman—turn on the advertising!"

But industrial advertising doesn't work that way. It's not a faucet which can be turned on or off in response to a rising or falling sales curve.

That's why many alert businessmen are today paying particular attention to their advertising programs. They realize that a firm position for their company must be built up over a period of years. They look upon advertising as a long-range investment . . . and they see in America's constantly expanding economy a greater stake in the markets of the future than they have ever had in the markets of the past.

How big are the markets of the future?

In the decade from 1940 to 1950, industry generally expanded 64% in physical volume. Metalworking did even better than that . . .

physical volume increased 100%. That's discounting inflation, too.

The 40's were good . . . but there are many reasons for feeling that the 50's will be just as good or better! Military spending is not yet at its peak; the growth in population has been even faster than was expected; the Gross National Product has risen to a \$325 billion rate; metalworking sales have climbed from \$81.5 billion in 1950 to \$104.2 billion one year later.

The 1950's are a decade of opportunity . . . but they are also an era of increasing competition. The time for action is now. The companies which are planning now . . . and advertising now . . . will be strides ahead of competition in the years to come.



THE PENTON PUBLISHING COMPANY
PENTON BUILDING • CLEVELAND 13, OHIO





▲
HOUSEWARES

▲
DRUGS-TOILETRIES

▲
SOFT GOODS

MANUFACTURERS of scores of products in various fields find the nation's 15,000 super markets a major new sales force.

Are Super Markets Now Super "General Stores"?

Non-foods still may make only 5% of their \$12 billion. But \$600 million in such products as drugs, cosmetics, housewares, hosiery, diapers, toys and books isn't hay. And their non-food sales expand twice as fast as foods.

BY LAWRENCE M. HUGHES

What, no wheelbarrows? This is a heck of a drug store!

Today's reply to this ancient crack may be: Try a super market.

For supers are growing faster in scope even than in sales.

In some drugs and toiletries they're taking sales leadership from drug stores. They're robbing hardware stores of pots and pans; swiping toy

volume from every other merchant who trades with tiny tots. And today, between Soap and Soup, many a woman rests her burdened push cart to pick up some nylons.

Our inquiry specifically neglected wheelbarrows. But some supers do sell farm implements.

Of some 15,000 U. S. super markets, it's estimated:

More than three-fourths now sell "health and beauty aids";

More than half sell such things as stationery and school supplies, children's books, baby bottles and nipples, machine oil, electric bulbs and fuses;

More than one-fourth offer magazines and "pocket books," aluminum and glassware, various plastic items, films and toys, and

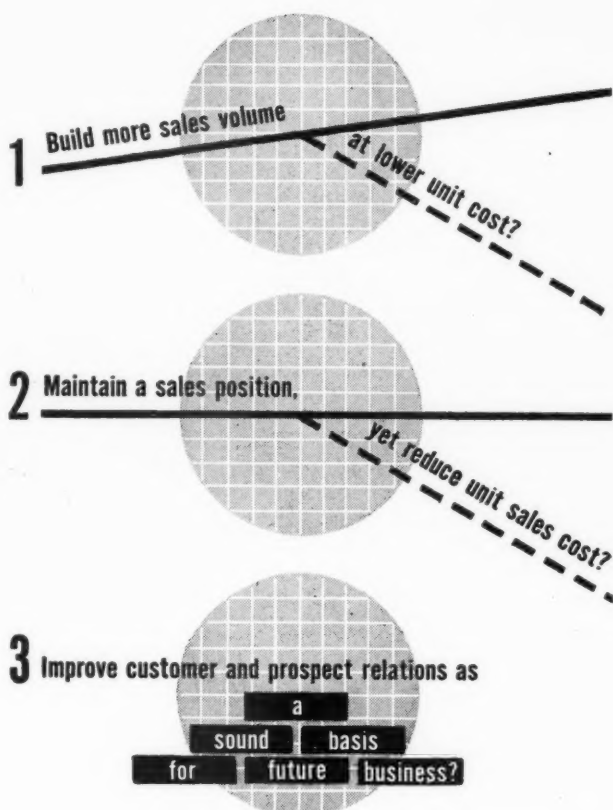
More than one-eighth purvey baby pants, women's hosiery, handkerchiefs, whiskey and electric clocks.

Thus far they've lagged in diapers and aprons, tablecloths and plastic curtains, phonograph records, electric mixers, cameras, cut flowers and house paint. But they intend to make up for it.

Of 130 different kinds of products in 15 non-food groups sold by supers last July, *Super Market Merchandising* found that all would be carried by more of them "soon."

At least one-third more supers intended to add such apparel lines as diapers, aprons, children's wear and socks, work clothes, underwear, lingerie and other women's apparel, and handbags; such dry goods ("soft goods") as pillow cases, sheets, blankets, curtains and bedspreads; such

Which of these 3 things do you want advertising to help you do today?



Whether it carries information that "sells by helping people buy" . . .
or information that helps folks get the most out of your product . . .
or information that keeps their tongues hanging out for *your* product or service while it explains why you can't sell 'em now . . .
your advertising can help you do the job that needs doing today by multiplying the right information to the right people speedily and economically . . .
provided your advertising people know *what to say, to whom, how, and how often.*

Oh, so there's a catch to it?

Yes, there's a catch to it!

You shouldn't expect your advertising people to fit their use of the printed word to your current sales ob-

jectives just because they're skilled *creative* men.

You don't "create" the sound foundation for a working tool like advertising. You *build* it by applying the same sort of sales analysis that governs your whole customer relations policy.

So, to do the kind of advertising that will help reduce the cost of doing business, your advertising people need your help and encouragement to guide them in four important steps:

1. Review and define *all* the specifying and buying influences, including those who are hard for your salesmen to reach. (Do you *know* them all?)
2. Find out the viewpoints, prejudices, and confusions that color your product (or your policies) in the minds of your customers and prospects. (Do you know—for sure—what *they* think and *why* they think it?)
3. Then, and only then, determine *what to say, to whom and how often*, to improve those viewpoints and to reduce the prejudices and confusions that obstruct the low-cost achievement of your current aims.
4. Select the best *tools* to use (booklets, magazines, direct mail, radio, or any other mechanical means of transmitting ideas or information) for saying each part of what needs to be said.

Sound like Work?

Sure. So's running a sales department! But if you have a "Ditch Digging" advertising crew on your team and you'll give them a reasonable amount of help on customer and prospect analysis, they can greatly multiply the effectiveness of your advertising as an aid to your sales situation *right now*.

On the main point of figuring out what use of advertising is best for a company under various conditions—for each of its products in each of its markets—the members of our staff have had quite some experience. Some of us have worked with manufacturers on problems like this through two wars and two inflationary periods. If you are located east of the Mississippi, why not drop us a note or phone us. Perhaps it would prove mutually profitable to discuss the specific things your advertising might do for you today.

THE SCHUYLER HOPPER COMPANY

12 East 41st Street, New York 17, N. Y. • LExington 2-3135

"DITCH-DIGGING" ADVERTISING THAT SELLS BY HELPING PEOPLE BUY

GROCERS! CASH IN

CUTEX

— WORLD'S LARGEST SELLING NAIL POLISH —
Puts you in business with these
fast-selling store-tested Displays!



ON COSMETIC PROFITS!



DRUG-COSMETIC ADVERTISERS, among others, start to tackle this "super market."

"hard goods" as irons, toasters, mixers, radios, records, auto supplies, cameras . . . and divers other things, from garden supplies and farm tools to sporting and leather goods, and from jewelry and cut flowers to house paint.

Some estimates place combined sales of supers' non-food lines at 7 to 10% of their volume. But if you exclude such grocery-established lines as soaps and cigarettes, it's less than that.

Even so, two trends are sure:

1. Supers' total sales dollars rise 20% annually, and
2. Their non-food volume expands twice as fast.

Super Market Merchandising defines a super as a "retail establishment having four basic food departments — self-service grocery, meat, produce and dairy—and other departments, doing a sales minimum of \$375,000 annually."

The key words are *self-service* and *other departments*.

Whatever supers add must still be self-service. Supers were born and reared on big traffic and volume in mass-promoted brands at mass prices, for one-stop family shopping. They will admit no lines that might slow the flow.

Even a baby super, or *superette*, as *Progressive Grocer* calls it, does \$75,000 to \$375,000, and pulls four to seven times the traffic of a good-size drug store. *Super Market Merchandising* starts supers at \$375,000 as "small" and then ranks them as medium, large, extra large and colossal. *Super Market Institute*, a nation-wide operators' association, doesn't consider grocery stores super until they get to \$500,000.

All three agree that collectively supers are big and getting bigger.

Of nearly \$30 billion done by nearly 500,000 grocery stores in 1951, *Super Market Merchandising* figures that the 15,383 supers sold \$12.356 billion. In the 12-year period 1940-51, the number of supers rose two and one-half times, from 6,175, and their combined sales soared six times, from \$2 billion. Average unit volume climbed from \$323,886 to \$803,220. And supers' share of total U. S. grocery store business went up from 19.4% to 41.8%.

More than one-third of today's supers were launched since 1946. A lot of new operators have come on the scene, and a lot of older grocery operators have superized, multiplied—and diversified.

Look how some big butter-and-egg men are doing against other major retailers:

Between 1950 and 1951, *Business Week* reports, combined sales of all top 20 retailers in all fields rose 8% from \$14.760 to \$15.946 billion. But while the combined gain of the 13 non-grocery chains was only 3.7% to \$8.458 billion, the seven grocery chains—predominantly from super markets—expanded 13.4% to \$7.488 billion. Last year the average non-grocer among the 20 sold \$651 million, against \$1.069 billion for the average grocer.

The smallest percentage gain of any of the seven grocers exceeded the largest among the non-grocers. Increases from 8.9 to 8.2%, by Penney, Allied Stores and Woolworth paced the non-grocers. Among grocers, Food Fair led with 26.2%—followed by Safeway, 20.2%; Kroger, 15.8%; National Tea, 14.6%; American Stores, 10.9%; A&P, 10% (estimated), and First National, 9.6%.

A&P still led all retailers in vol-

ume, with \$3.498 billion, and Sears, Roebuck was second, \$2.657 billion. But Safeway's \$1.455 billion pushed it into third place, above Montgomery Ward. Kroger continued sixth, with \$997 million. American held eighth and First National 12th. National Tea climbed from 14th to 13th and Food Fair from 20th to 18th.

After Sears and Ward the non-grocers stood: Penney, Woolworth, Allied, May, Federated, Macy, Kresge, Gimbel, Grant, Marshall Field and City Stores. None of the three largest drug chains—Walgreen, Rexall and United-Whelan—made the top 20.

These well known names are duly noted here as a sort of batting order in the battle of today and especially tomorrow. The grocers are girding to take more of the business on which the other big retailers have been built.

The Big Three—A&P, Safeway and Kroger—are now between 80 to 90% superized. In other words, of their combined \$6 billion sales, \$5 billion or more is done by their supers. In First National and National Tea, supers do about 75%; in American, less than 60%.

Food Fair, on the other hand, is 100% super.

Big Grocers Get Going

In non-food lines, most of the greatest grocers are just getting going. Safeway (hq. Oakland and bulk of volume Denver westward) has made most progress. But A&P (hq. New York and bulk of volume Omaha eastward) first introduced drugs and housewares in some markets early in 1951 and is now extending them gradually to others. Kroger (hq. Cincinnati and entirely Midwest) still reports these lines "experimental" — but offers 206 "drug" items on a gondola display! First National (Boston and New England) finally got into the act late last year. Bohack of Brooklyn and Long Island today may be the largest holdout.

Like the supers themselves, the non-food trend came out of the West and Southwest and still is farther developed there. But both have spread across the map. Running the whole range from pots and pans, drugs and umbrellas, underwear and hosiery, Food Fair of Philadelphia and the Middle Atlantic area has become the "broadest"—and most aggressive—of major eastern operators.

Individual supermen now report up to 20% of volume in all the non-food miscellany which are roughly dropped into *health and beauty aids*, *hard goods* and *soft goods*. But the

Things are Jumping—in Florida!



**in
FLORIDA
3 will
get you 80***

*Based on Sales Management 1951 Survey of Buying Power figures and current ABC Reports, using these three papers gives you 20% or better family coverage in the 52 counties accounting for 80% of Florida's Effective Buying Income, 81% of food sales, 82.8% of drug sales, 81.6% of furniture sales, 80% of general merchandise sales and 81% of Florida's total retail sales. You also get above 30% family coverage in 42 counties, above 50% in 20 counties, above 60% in 9 counties and above 70% in 6 counties.

**3rd
Fastest-Growing State!**

Between 1940 and 1950 Florida's population increased 46% as compared to 14.5% for the whole U.S.—more than 3 times as fast! (Source: U. S. Bureau of the Census.)

Jump right in to extra profits—sell where sales statistics keep climbing . . . up, Up, UP—Sell in Florida!

When you reach out to grasp this rich sales plum, bear in mind the amazing coverage of Florida's three big morning dailies. They blanket their own trading territories and tremendously strengthen your advertising in other Florida markets because they deliver 20% or better family coverage in those counties where 80% of Florida's sales activity happens.

How about that?

Lowest Cost Coverage in Florida's Top Markets

**FLORIDA
TIMES-UNION**

JACKSONVILLE
National Representative
Reynolds-Fitzgerald, Inc.

**TAMPA
Morning Tribune**

National Representative
Sawyer-Ferguson-Walker Company

**MIAMI
HERALD**

National Representative
Story, Brooks & Finley, Inc.
A.S. Grant, Atlanta

There's a
BIG DIFFERENCE
between an
Average Good Batter
and the



And there's a big difference between the average good newspaper and the **Champion CHRONICLE**. Take the circulation figures shown below, for instance . . .

ABC Publishers' Statements six months ending March 31, 1952

	CHRONICLE		POST		PRESS
	Daily	Sunday	Daily	Sunday	Daily Only
City Carrier.....	114,684	115,151	89,929	89,644	67,813
Total City.....	128,304	138,847	109,745	114,216	91,041
City and Retail....	168,117	183,291	157,733	168,610	111,655
TOTAL	184,828	204,856	173,342	190,786	122,606

CHRONICLE EXCESS in HOME DELIVERED CIRCULATION
(the heart of the Houston market)

over POST — Daily 24,755 . . . Sunday 25,507
over PRESS — Daily 46,871

39 consecutive
years of leadership
in both circulation
and advertising

For additional facts about the No. 1
paper in the South's No. 1 market, contact
your nearest Branham Company Office.

The Houston Chronicle

JESSE H. JONES, Publisher
JOHN T. JONES Jr., President

R. W. McCARTHY, Advertising Director
M. J. GIBBONS, National Advertising Manager

late arrival of so many big fellows probably limits these lines to 5% of the supers' \$12 billion — or \$600 million.

Of this, \$300 million may be in drugs and toiletries.

The caution of some operators in adding non-foods has been more than matched by the reluctance of manufacturers of these products to sell them: Only recently, for instance, have most drug-toiletry manufacturers formally set out to win supers. Many another manufacturer still is being bullied by his "established" retailers.

These retailers realize that they are fighting not only supers but virtually all grocery stores.

Progressive Grocer finds that the proportion of independent groceries with self-service rose from 15 to 68% between 1941 and 1951.

Arthur C. Nielsen said last November that "during the past five years, the percentage of grocery stores stocking more than 20 drug commodities has increased from 7% to 28%." And he added the share of those handling various toiletries has doubled.

More Drug Departments

Supers alone are now said to do 45% of total U. S. toothpaste volume. With the No. 1 brand, Colgate, their share is 60%.

Ninety per cent of supers, *Progressive Grocer* shows, now have "drug" departments: In 27 drug-toiletry lines it estimates that supers do 30% of the volume of all outlets.

Incidentally, *Super Market Merchandising* carried 58 pages from drug and toiletry advertisers in the first six months of 1952—four times as many as the 14 pages from these industries in the parallel period of 1951.

"Non-grocery" advertisers in current grocery publications include Block Drug for Amm-i-dent, Breck shampoo, Bristol-Myers for Ipana, DeLong bobby pins, Lever's Chlorodont, Libbey glassware, Mennen shave products, National Games Noxzema, Personal Products, Playtex diapers, Procter & Gamble shampoos, Tek toothbrushes, Northam Warren for Cutex, Odo-ro-no and Stay Fast lipstick, Wildroot hair tonic, Wonder Books.

A co-op buying organization for western supers, with total annual volume of \$150 million, reveals to SM these drug-toiletry sales standings, based on warehouse movements:

Toothpastes: Colgate, Chlorodont, Ipana, Pepsodent;



this man can sell groceries in Cleveland

ice cream in Indianapolis or soft drinks in Jacksonville

You can still buy
"Dangerous Assignment"
—if you act fast—in:

BALTIMORE
JOHNSTOWN
LANCASTER
WILMINGTON
PROVIDENCE
JACKSONVILLE
RICHMOND
FORT WORTH
AMES-DES MOINES
CLEVELAND
GRAND RAPIDS
INDIANAPOLIS
SAN DIEGO

Proof? Look at his nation-wide record. He's selling Durkee's foods in San Francisco and Los Angeles . . . he's boosting sales of Manor House Coffee in Davenport . . . he's creating customers for jewelry stores in Erie, Pa. and Huntington, West Va.

He's moving a lot of merchandise for 39 different sponsors in 51 TV markets. *He can do it for you.*

Who is he? Brian Donlevy, top radio and TV personality and star of "Dangerous Assignment"—NBC-TV's exciting adventure-mystery film program produced for exclusive *local sponsorship at local cost.*

How does he do it? By attracting king-size audiences and holding their attention . . . right through the commercials. Stations report these typical May ratings: 22.1 in New York (ARB) ; 34.5 in Detroit (ARB) ; 18.8 in Columbus (Pulse) ; 24.2 in San Francisco (ARB) ; 45.5 in Milwaukee (Pulse) ; and 55.5 in Pittsburgh (April Pulse).

You must act fast! "Dangerous Assignment" sells *for* sponsors—that's why it was sold *to* sponsors in 51 TV markets in less than five months. For special audition film, list of sponsors and prices, write, wire or phone:

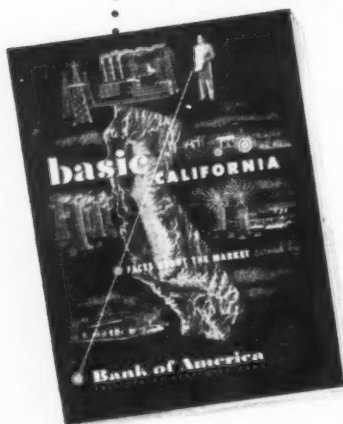
NBC-TV *film syndicate sales*

30 Rockefeller Plaza, New York 20, New York

Facts

*You should know
about the*

CALIFORNIA MARKET...



free

"Basic California" gives you the facts you need to do business successfully in one of the nation's most dynamic markets! Here's the story on employment, buying-power, industry and agriculture put together for your use by the bank that knows most about California, Bank of America.

Write today on your business letterhead for your free copy. Dept. AD, Bank of America Building, 300 Montgomery Street, San Francisco, California.

Bank of America

NATIONAL TRUST AND SAVINGS ASSOCIATION
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Razor blades: Gillette, Gem, Pal, Schick;

Brushless shave: Palmolive, Barbasol, Colgate, Mollé;

Antiseptics: Listerine, Lavior, Green Mint;

Cold remedies: Vicks VapoRub and Mentholum;

Creams: Ponds, Pacquins and Lady Esther;

Lotions: Jergens, Trushay and Pacquins;

Hair tonics: Wildroot, Vaseline, "42" and Vitalis;

Liquid shampoos: Halo, Drene and Breck;

Home permanents: Toni, Lilt and Shadow Wave;

Talcum powders: Cashmere Bouquet, Djer Kiss, Lady Esther;

Headache remedies: Bayer aspirin, Alka-Seltzer, Anacin and Bromo-Seltzer;

Antacids: Tums and Chooz;

Foot remedies: Blue Jay and Dr. Scholl's;

Laxatives: Ex-Lax, Feen-a-mint, Phillips milk of magnesia;

Deodorants: Arrid, Mum, Fresh, Mennen spray for men . . .

There are others.

The holdouts are mainly "ethical" houses, whose milk of magnesia and shave cream are incidental to their main line of pharmaceuticals.

Supers have their main lines too. One *Progressive Grocer* study showed that, among 27 top-selling drug-toiletry product groups, 18 groups were carried by 90% or more of supers. Supers carried an average of 214 items; superettes, 128, and smaller groceries, under \$100,000, an average of 99.

Most-widely-sold in all groceries of all these lines are toothpaste, sanitary napkins, razor blades, shampoo, shave cream, headache remedies and first-aid supplies. More than 90% carry them.

Sixty-five per cent of all reporting grocery stores told *PG* their drug-toiletry sales in 1951 were larger than in 1950. Forty-seven per cent planned larger "drug" departments in 1952.

Drugs and toiletries are supers' favorites because:

1. Most brands among them are advertised—and "recognized";
2. They are small and conveniently packaged;
3. Their dollar volume per square foot of space runs twice as much as for the average grocery product;

4. Turnover on major lines is fast;
5. Profit margins average about twice as much, and
6. They are "fair traded."

At this stage supermarkets look kindly on fair trade. Usually they don't turn drugs, toiletries or liquor into loss leaders. Squeezed between mounting costs and OPS price ceilings, large corporate chains net only 1 to 1.5% on sales, and other operators don't do much better. Even supers, in fact, sometimes fail. And the 5,000-odd units opened since 1946 have been built—at average cost of \$300,000 each, including inventory—mostly on borrowed money.

Their present policy is to promote savings on such grocery items as soaps, canned foods and coffee, and not to undercut the poor druggists. They note that even in their most profitable grocery department (produce) they make less than the fair trade minima on drugs and toiletries.

Super market growth and gradual diversification both have been guided by business consultant and editor, M. M. Zimmerman. In 1936 he launched *Super Market Merchandising*. The next year he led in organizing Super Market Institute, and for the next decade served as its executive secretary. (Already some supers—such as Lucky Stores in the San Francisco Bay area—were beginning to pioneer in non-food lines.)

Today the institute, under S. N. Goldman of Oklahoma City, president, and Don M. Parsons, Chicago, executive director, embraces 561 of the 4,600 companies in this field. These do about \$4.5 billion of the supers' \$12.3 billion total. Members mainly are medium-size operators. A&P, Safeway and Kroger are not members.

Scope Widened Early

From the start—even when nearly all grocery manufacturers were refusing to sell supers direct—Zimmerman was predicting their wider scope. In February 1937 he wrote that the super would become "a modified department store." In July 1938: "The inauguration of drug and other specialty departments in the super market is a very important factor that demands special examination at this time."

By March 1945, *SMM* could report from a survey of operators of 2,796 markets that 37% then had drug-toiletries departments. After the war, 57% intended to have them.

The druggists were fighting back. Overlooking the fact that less than half of their business was in such

things as drugs, sundries, and prescriptions, and the bulk of it (51.5%) was in fountain and meals, tobacco, toiletries, packaged liquor and other things—including groceries—they tried to lay down the law to manufacturers and wholesalers.

For 10 years drug-toiletry manufacturers wouldn't even answer Zimmerman's letters.

Yet by July 1947 *SMM* could list 120 different types of non-food items sold by supers. Thirty-five per cent of them then had departments of drugs; 31% of toiletries; 22% wines and liquors; 21% stationery; 20% magazines.

To get a lot of these things supers had to buy indirectly. One means employed was, and is, the rack jobbers. These jobbers own the merchandise and pay the operators for the right to sell it in their markets. (Thirty-five of them are now members of a Toiletries Merchandisers Association. They are also easing the supers' debut in hard and soft goods.)

Manufacturers Balked

Zimmerman stepped up his campaign: Supers "should not be expected to carry merchandise which they buy indirectly when competitive outlets can buy . . . directly from the manufacturer." Stubborn manufacturers "leave the operators no alternative but to carry competitive brands." He told a wholesale druggists' meeting that "super market traffic is gigantic. One little department covering 15 to 20 square feet of floor space often-times does more business than many large drug stores."

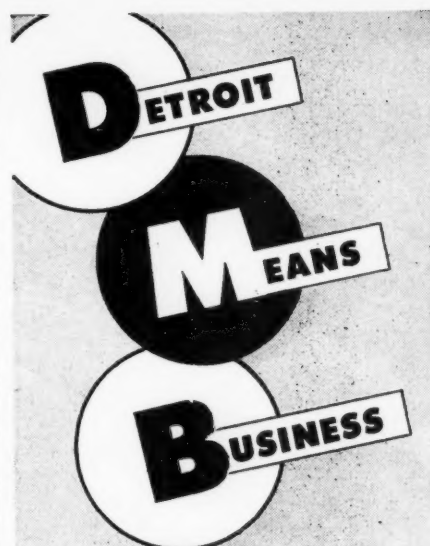
Today, some grocery sources say that "drug store antagonism is fading fast." Druggists have found that "food stores are interested only in some 200 to 300 items out of a total drug store inventory that approaches 50,000 items," notes *Progressive Grocer*. "Even if food stores did all the business in these items, it would affect only about 5% of total drug store sales."

Retail druggists can hardly be expected to share this optimism. But wholesale druggists increasingly seem glad to get what they can of supers' business.

One recent study shows that 55% of supers now buy drugs-toiletries from grocery wholesalers; 49% buy direct from manufacturers; 42% through rack jobbers, and only 31% from drug wholesalers.

Many, of course, use several types of sources.

Even McKesson & Robbins' single-hearted loyalty to the 40,000 inde-



For factual information on the Detroit Market—write to the Promotional and Research Department.

459,808

highest weekday circulation of any Detroit newspaper.

565,718

highest Sunday trading area circulation.

A. B. C. figures for 6-month period ending September 30, 1951

The Detroit News
THE HOME NEWSPAPER

What Becomes of

SANTA CLAUS

Between Christmases?

To give the question a new wrinkle, what happens to the Survey of Buying Power staff between editions?

They stay on the job . . . or rather, jobs. "High-Spot Cities," for example, is a big year-round job . . . involving running charts on trends and monthly sales changes in 234 cities. This feature . . . which checks the sales pulse between *Survey* editions . . . is part of the *Survey* function—same staff, same formulas, same high degree of accuracy . . . same AUTHORITY.

With the national sales picture so confused, these monthly close-ups of individual markets show where aggressive promotion will get you plenty of business.

For the forecast of July business in 234 High-Spot Cities, see

Page 88

this issue

Since 1944, this
agency has provided
successful leadership
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for more than 100
products and services of
Koppers Co., Inc.

Make your account our next success story!
Write, wire, phone:

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DUGDALE**

→ **BALTIMORE**

Advertising since 1912



THREE R's for Business

The good reputation your business enjoys with the public is one of the most important requisites for its success. That's why millions of dollars are spent in public relations every year to help insure the best possible acceptance of companies and products. Perhaps it's your responsibility to see that the public learns the truth about your business.

Here's how you can shift some of that responsibility . . . sensibly . . . productively.

Tell your story to the public school teachers and school administrators who guide the attitudes and beliefs of more than 26,000,000 youngsters . . . and whose influence extends beyond the classroom to millions of parents and other adults. Tell them about yourself . . . your company . . . your products.

You can reach more teachers in the 44 State Teachers Magazines. Total circulation is 839,934. Get the complete story in free folder, "My Teacher Says . . ." Address Georgia C. Rawson, Executive Vice President, State Teachers Magazines, 309 N. Michigan Ave., Chicago 1, Illinois.

pendent druggists served by its 74 wholesale houses may be wavering.

Queried by SM on reports that two of its regional divisions have formed units to proposition supers, a McKesson spokesman in New York first replied, "Definitely not." . . . But later he called back with what sounded like a carefully-prepared statement: "The question of which retailers are served, as well as which lines are carried, is decided by the regional vice-president in each of our six regions, depending on competitive conditions there."

McKesson's New York headquarters, it would seem, has nothing to do with all this—may not even be informed of it. Still HQ. is sure that "the bulk of our business will continue to be done with independent retail drug stores." . . .

At its annual meeting in Cleveland in May, Super Market Institute saw one-fifth of more than 400 displays devoted to non-food lines, and heard one full day's discussion of problems and opportunities in them.

William Golub of Central Markets, Schenectady, who presided, said these departments "can add as much as 10 to 20% to our total dollar volume, at margins averaging 25 to 35%." They offer a "terrific potential. . . . The upsurge in the past year particularly has been . . . phenomenal."

Display Tests Help

If "Woolworth, Grant, Kresge, etc. (can) successfully sell . . . cold cuts, poultry, cookies, candies, etc.," why shouldn't supers do at least as well with "their" lines?

A rack jobber, Morris A. Hyman of Almor Co., Amsterdam, N. Y., told how he has helped 150 food markets profit from health and beauty departments. He described a test operation in a Johnson Food Store, Syracuse, involving various methods of display, and twice changing the location of the rack. Over a 16-week period, position changes alone brought a 33% sales increase, and "merchandising tricks," such as putting fastest sellers on top, brought the total sales gain to 51.5%. This store's department "now turns over at the rate of more than 18 times a year!"

Milton Rowe of Mayfair Markets, Los Angeles, said his company's contributions to health and beauty now gross nearly \$1 million a year. Most of the 28 stores stock 1,650 sizes and items—five times as many as three years ago. In newer stores "drug" space is eight to 12 times as large as in older. This includes cosmetics,

sundries, hardware, toys, a pharmaceutical booth.

(Only about 15% of all supers are now reported to have pharmacists. Their absence in the others limits somewhat the lines supers may carry. New York State, for instance, permits vitamin capsules to be sold only in "drug" stores. But it keeps self-service flowing along.) . . .

Victor Lebow, New York marketing consultant, told the meeting of "a \$4 billion potential" for supers in soft goods. But whereas "the drug trade was just a sitting duck for your type of competition," in soft goods "you are taking on competitors of a different mettle" and "venturing into a field far more complex."

Health and beauty aids usually are nationally advertised packaged brands. But, Lebow emphasized, in no soft goods commodity group do "all the national brands put together constitute more than 25% of its total sales." Here "store brands have always been more important."

Also, the sale of soft goods always involves wider selection and more "explaining."

Beware of "Shoddy"

A super may do all right on five varieties of tomato juice, with a few cents' spread between them. But a man's athletic undershirt (one of the "simpler" soft goods items!) may retail anywhere from 39 cents to \$2. When a woman shopper sees these shirts in various price ranges in a department store, Lebow explained, "she takes it for granted that each price range represents a different quality. But a super may stand or fall on a single shirt or two.

He warned against becoming known for "super market shoddy."

Still he listed a lot of lines the operators could sell profitably—if sold intelligently. Some are hosiery (150 million dozen of which American women now buy annually); underwear, slips, handkerchiefs, work gloves, aprons, polo shirts.

Super Market Merchandising listed last July a lot of items which between 1947 and 1950 more than doubled super distribution. First was sponges, up 241.7%—followed by hosiery, 142.8%.

Many of the comers are hard goods.

L. V. Eberhard of Eberhard's Super Markets, Grand Rapids, said that his stores in the course of a year carry more than 1,000 of them. About 60% are seasonal. These include "picnic items in the summer, baking supplies in the fall and winter,



COMPANION CONTINUES RECORD CIRCULATION GAINS

"Impressive growth," says John Bales, Yardley V. P.

The last six months of 1951 were the BIGGEST in the COMPANION's history . . . until circulation reached a *new* high for the first quarter of 1952. Yardley's Vice President in Charge of Sales is impressed with this definite evidence of editorial vitality.

Jim Greer, COMPANION representative, shows him the ABC figures and the reason behind the COMPANION's ever-increasing appeal to women: timely, practical service — the kind that builds a woman's confidence in herself. It's this *unique* editorial policy that makes more women buy the COMPANION and COMPANION-advertised products.

*Average ABC Circulation of leading women's magazines
for 3 months ending March 31, 1952:*

Ladies' Home Journal	4,700,060
Woman's Home COMPANION	4,362,751
McCall's	4,248,944
Good Housekeeping	3,285,949

Woman's **COMPANION**

THE CROWELL-COLLIER PUBLISHING COMPANY—PUBLISHERS OF COLLIER'S, THE AMERICAN MAGAZINE, WOMAN'S HOME COMPANION

JULY 1, 1952

43

and various holiday items. Among the "basic" 40% are kitchen tools, pots, and pans, cake tins, etc. "Cutlery is always a good mover. There's a constant demand for . . . cookie cutters, pancake turners and measuring spoons."

This company's housewares are provided and served by a rack jobber.

One rack jobber, Groves Kelco Co., Minneapolis, said Elliot Royce, its president, now serves 1,200 super markets.

"Toiletries give us our largest volume," Royce pointed out, "but housewares have grown fastest in the last two years. Each housewares item should be 'self-explanatory' to the shopper; of one piece; widely used, value-priced, and easily displayed.

But another key to sales is "rotation": When an item slackens in one market, "the remaining quantity immediately is returned to the warehouse for distribution to other stores."

Rearrangement—and rotation—of displays also helps. Groves Kelco uses shelf-expansion baskets, with clamps. These are moved weekly among departments. Instead of keeping all housewares together, nut choppers appear among the nuts, syrup pourers with syrup, cereal bowls next to the Wheaties, Cornies and Oaties.

Each toy is packed in a cellophane bag, price-marked—the range is 10 to 79 cents—and hung on a hook in the toy section.

Toy Sales Mount

Supermen learn that \$350 million of toys are sold yearly. They'd like more of it. Some now carry wagons and velocipedes. . . .

Non-food growth is dramatized by parallel studies by Super Market Institute among member operators in 1949, 1950 and 1951. Proportion of supers selling "some" drugs and toiletries rose from 64% to 76% to 89%; electrical appliances: 6% and 6% and then 10%; housewares: 10% to 21% to 45%. Meanwhile, soft goods remained steady at 2%.

SMI figures that magazines were carried last year by 24%; phonograph records—mostly children's—by 9%. Probably 20% of all supers now offer pocket-size books. . . .

Today, manufacturers of many lines are more anxious to get on the bandwagon than the supers are to sell their wares. In two recent days, inquiries to *Super Market Merchandising* ranged from manufacturers of blouses, underwear, towels, knitwear and rainwear to makers of cutlery and plastic coverings for upholstery.

Cigarettes, of course, have long

since become a "grocery" product. Studies show they now represent about 3% of supers' dollar total, or nearly \$400 million. Self-service grocery stores sell about 40% of all cigarettes—mainly in 10-pack cartons.

Liquor's growth is governed largely by state laws, as well as by local option. The laws can be strict, and quite confusing.

Licensed Beverage Industries, Inc., New York, tells SM that four states explicitly *permit* packaged liquor sales in grocery stores: Connecticut, Maryland, Missouri and New Jersey.

Then, LBI says, 16 states *don't prohibit them*: Arizona, Arkansas, California, Illinois, Kansas, Louisiana, Massachusetts, Minnesota, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, and Wisconsin. And Indiana and Texas.

The last two are put separately because there's some doubt in LBI's mind about the *degree* of non-prohibition!

Magazines are making money for supers.

Money From Magazines

American News Co., largest distributor, informs operators that between 1939 and 1951 total single-copy magazine volume trebled from 566 million to 1.75 billion. At the same time retail dollar sales of magazines quadrupled, from \$52.7 to \$235 million.

In addition to the 12-million-plus circulation of "grocers' own" magazines (*Family Circle*, *Woman's Day*, *Better Living*, *American Family*, etc.), American News reports that the number of supers with magazine "departments" rose between 1947 and 1951 from 836 to more than 3,500.

Average markup on magazines is 23%; average turnover 17 times a year. An additional reason is the fact that the advertiser's magazine message, his product and prospect are all brought together at the point-of-sale.

American News tells operators that its local branch manager "will handle all the details"—not only providing AN publications, but arranging with local independent distributor for his magazines. . . .

Representative supermen in several areas gave SM the benefit of their own first-hand experience with non-food lines.

Non-food's proportion of their volume ranges from 2 to 18.4%. Its rate of expansion in the last five years generally was 50% faster than their over-all growth. An eastern operator says his proportion doubled. A southern operator's non-foods increased

126%, while over-all volume rose 81.6%. A western chain's non-foods climbed from \$1,227,664 in 1947 to \$2,411,493 in 1951—or 7% of its total—and is expected to pass \$3 million this year.

One group sells an average of 819 drug-toiletries and 2,181 housewares—the latter including soft goods. Another sells "nursery stock."

These operators predominantly are supplied by manufacturers direct. One buys only housewares from rack jobbers. Another, who stocks 3,000 items in his warehouse, buys nearly all of them direct.

On profit margins, one operator reports 16 to 18.5% on food departments, not counting warehouse charges, against 21 to 23% on non-food. (He explains that "the tobacco department throws the over-all non-food lines down appreciably.") Others note gross markups on non-foods of 28 to 40%, as against about 18% for the rest of their operations.

As they do in packaged foods, soaps and cigarettes, supers rely on *advertised* lines of drugs and toiletries. But will this trend obtain in hardware, soft goods and other "newer" lines?

One big operator says "the rule cannot apply to housewares and drug sundries." A second reports "a greater flexibility in soft lines than in others." A third points out that, "except for drugs and cosmetics, *none of our non-food lines is advertised.*"

What About Brands?

He adds: "There is no question that an advertised brand would sell them faster. But it is essential that we have a lower price than that commonly offered on an advertised brand in the usual channel such as a department store."

The last question was: "Do you regard non-food lines today as a basic or supplemental part of your business?"

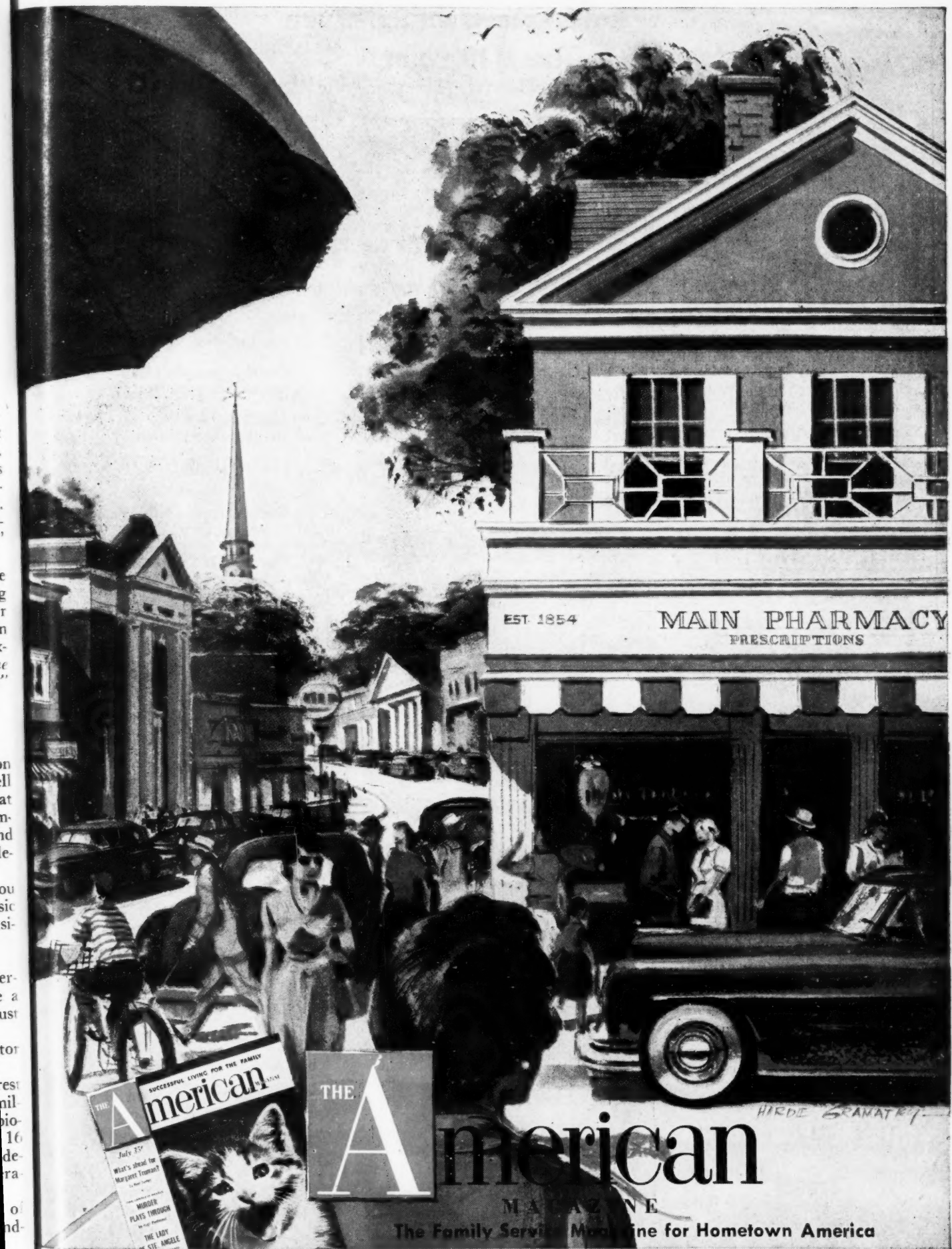
Most operators call them *basic*.

A \$50-million-a-year eastern operator says "supplemental. We have a very definite space problem and must proceed cautiously."

A \$60 million southern operator replies, "generally basic."

But a western superman—Forrest J. T. May of California's \$36 million Lucky Stores, Inc., who pioneered with drugs and toiletries 16 years ago—emphasizes: "These departments are as basic to our operation as the food lines."

He predicts "faster expansion" of non-foods in the nation's fast-expanding super markets.



THE American

MAGAZINE

The Family Service Magazine for Hometown America

The Crowell-Collier Publishing Company, 640 Fifth Avenue, New York 19, N. Y. • Publishers of The American Magazine, Collier's and Woman's Home Companion

JULY 1, 1952

Riding t



g the Rough String

In the **GREAT PAGEANT** of the West,

every good rider had tough horses to handle.

The scenery changes in business, but every Sales and
advertising Executive has a "Rough String" too...

Selling problems vary. New Tactics, New Ways, New Moves...

PICTORIAL REVIEW'S ALL-STAR VALUE

Gives big, Flexible Strength for Your Use IN:

Throwing your Best Sales Attack at your strongest or weakest markets—

Counteracting competition in markets where it is toughest—

Increasing net by working larger profit markets nearer your plants—

Fitting special tactics to some sales divisions—

Stepping up frequency where it counts—

Varying your attack to fit market differences—

Peaking your attack where your profit potential is greater—

Building weak markets of volume importance—

Holding or increasing regional position or volume—

Localizing attack in distributors' territory—

Stretching your dollar to get top use of Color—



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Pictorial Review

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REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

When Druggists Got Tough With Congress...

... only 10 members of House of Representatives dared to vote against the druggist-backed new Fair Trade bill. Here is a fascinating account of how the druggists won a first round victory for themselves on the non-signer clause.

There are two ways to deal with Congressmen when you want them to pass a bill.

First, you can treat each Congressman like a human being.

Congressmen themselves usually recommend this treatment. They suggest that when you make your request by mail that you clearly state what you want and why; you give factual reasons. In conversation with a Congressman or his staff, you explain carefully what your difficulty is and you suggest how it might be handled. If you're testifying before a Congressional committee, you avoid bombast and rely wholly on exposition.

How to Browbeat

Second, you can browbeat.

Will the undisguised mailed fist approach work? To rely merely on reasonable argument is to run the risks of being refuted or of finding that your Congressman isn't reasonable. So you get thousands of people to send letters and telegrams to him, all of them saying the same thing, often in identical language. Additional hundreds telephone to him at odd hours. Then, too, delegations call on him in Washington—or back home in his district—with their demands. Often, the delegation includes one loud-voiced table-thumper.

A Congressman usually will deprecate the utility of such brute pressure as applied to himself, though he'll admit its effect on his colleagues, especially when a bill which he opposes is passed anyway.

Retail druggists have just won a victory in the House of Representatives with Approach No. 2.

The House—by a vote of 196-10—passed the McGuire Bill (H.R. 5767) and sent it to the Senate, calling for plugging loopholes knocked in the Fair Trade bill by the Schweg-

mann decision by the Supreme Court.

The druggists' position, at the opening of Congress, looked hopeless. Congressmen—so they thought then—suggested that they passed bills to protect retail prices only during depressions and that with prices high people were in no mood for new legislation designed to maintain consumer prices at fixed, uniform levels.

But something caused 196 to cast their votes for the druggist-backed Fair Trade Bill—and 10 to oppose it—and for 229 to be not counted either for or against. The latter just simply were not present for the vote.

If you want a case-history of how to work your will on the House, here it is:

The druggists possessed no new or out-of-the-way "gimmicks." They used only old fashioned pressure, but used it accurately and with finesse. Their watchers in Washington alertly kept track of their bill from committee-to-committee and to the floor. With each step of progress, they mobilized thousands of letters, telegrams and phone calls, always to the right people.

Move in on Senate

After the bill had passed the House and gone to the Senate Interstate Commerce Committee, they focused their ammunition there. When it was reported without recommendation, Senator McCarran asked that it first be studied by his own Judiciary Committee—a process, which at best might delay and at worst destroy. The wires and letters, not to mention delegations, to every Senator insisted on votes against McCarran. While this was going on, it was necessary to make sure that success, if achieved, wouldn't be undone by President Truman. Former Senate Majority Leader Scott Lucas was retained.

In a drive of this kind, no organization depends wholly on itself. It isn't so much that its own members couldn't muster the letters as that a bill mustn't be labeled as serving a single interest. So, through trade associations, alliances are made. There's continual negotiation on what the bill should be, which clauses are essential, which innocuous, which bad.

After decades of fighting for Fair Trade, which incidentally served as practice, the druggists three years ago organized the Fair Trade Bureau, taking in both drug manufacturers and wholesalers. The direct purpose was to ward off scattered attacks in courts and state legislatures; an incidental achievement was to keep the druggists themselves stirred up and ready, anytime, to go to bat.

An early bulletin notes: "Individual initiative and a straight-from-the-shoulder use of sound facts is a hard-to-beat prescription for Fair Trade. For Druggist Milton Kahn of Somerville, N. J., the formula brought a good editorial in the *Somerset Messenger Gazette*, which had attacked Fair Trade and confused it with the issues in the A&P case."

What Bureau Did

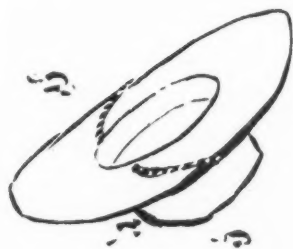
In another item, the bulletin drew the moral: "Whenever a 'hot potato' situation drops on your doorstep or an editorial aims at Fair Trade, don't forget that it's important to make points for Fair Trade quickly, while the news is hot. Statements by state or local secretaries on a current development can make the paper as news. And please call the Bureau whenever you'd like help. . . . We'll be standing to hear from you and give you prompt action."

The Bureau fought dozens of battles. In New Mexico, Colorado and Wisconsin, there were attempts to repeal the Fair Trade laws; masses of pressure always were built up. There were letter writing campaigns, surveys showing that housewives wanted minimum resale prices, booklets for customers, advice to get into local politics and to know the precinct captains. Bulletins also kept the druggists in line, abjuring them never to repay price cuts in kind. Then, last May, the Supreme Court handed down the famous decision.

Only for a little while, did the top command hesitate. There was some interpretive chit-chat about what the decision meant: that, for instance, products made within a state still came under Fair Trade; that manufacturers might have to set

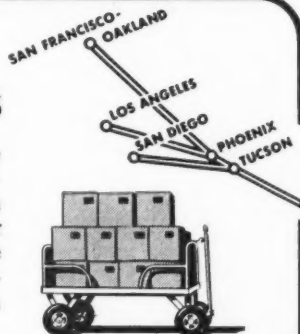


A rodeo queen named Alexis
Who landed on her solar plexis
Said "Get me a hoss
That's easy to boss
And airFREIGHT this brute
back to Texas!"



Use Horse Sense On Shipping Methods

Bet on the bangtails or canter in the park, but don't depend on horse-pace shipping methods for modern competition. Delta gives you air speed, gives you coverage of the South overnight, all at rates comparable to or in some cases even below first class surface costs.

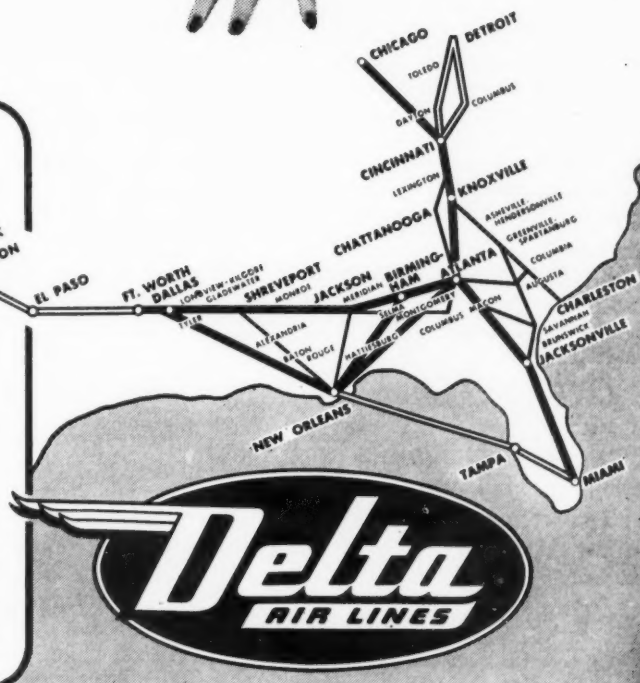


FREE

Write for booklet on flying freight savings. Address airFREIGHT Department, Delta Air Lines, Atlanta, Ga.

Typical rates per 100 lbs.

Chicago-Jacksonville . .	\$9.45
Cincinnati-New Orleans	6.76
Atlanta-Dallas	6.53
Savannah-Miami	5.05



The things these people have in common . . .



- higher mental levels
- higher standards of living



- higher home ownership
- higher community activity



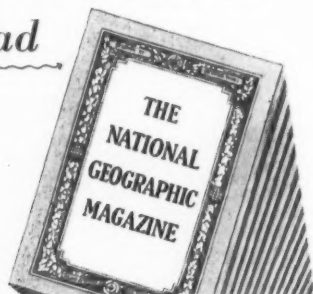
- higher interest in
NATIONAL
GEOGRAPHIC

...make **NATIONAL
GEOGRAPHIC**
an uncommonly good
buy for your advertising!

NATIONAL GEOGRAPHIC family units, over 2,000,000 strong, cut across almost every business, profession and occupation! They write us up to 63,000 pieces of first class mail every day. They renew subscriptions at an amazing rate of more than 87%. They have a warm spot in their hearts for our product. We think there's room there for your product, too!

The National Geographic Magazine, Washington, D. C. Member of Audit Bureau of Circulations.

America's most
active minds
read



Now more than 2,000,000 circulation
according to publisher's current records.

up separate companies within state lines. Within two weeks, it was decided, the atmosphere of inflation notwithstanding, that a new law was needed. Druggists were told to write more letters—to editors, to Congressmen, to state legislators.

The Bureau, meanwhile, sought and got support from hardware dealers, grocers, jewelers, bookshop owners, etc. It organized state, county and sometimes even Congressional District committees, with the perennial job of enlisting people to write.

While druggists were holding rally after rally, at which Congressmen could see and hear for themselves how much Fair Trade was wanted, their lawyers drafted a bill. The Fair Trade law amends the Sherman Act, which therefore had to be amended again. The natural thing would have been to write the bill that way. But the House Judiciary Committee deals with the Sherman Act and its chairman, Emanuel Celler, was less sympathetic than Robert Crosser of the Interstate Commerce Committee, in charge of the Trade Commission Act. What was simpler than to detour? An amendment to the Trade Commission Act amended the Sherman Act.

Celler, unfortunately, was holding drawn out hearings on the monopoly laws. He made the point that the bill did, after all, deal with his domain, even if it was mentioned only indirectly. For the Bureau, it was essential that Crosser, not Celler, hold hearings.

Well-Organized Lobby

By now, the druggists were fully mobilized. Those who knew Congressmen personally had enrolled to head delegations, when they were needed. Systems had been worked out so that chain phone calls within an hour could alert thousands of retailers within a state for a rush job. Local politicians had been won over. It was a matter of directing the pressure on Washington.

The first barrage told members of Congress to give the bill to the Commerce Committee. Then, because Celler said that he'd start his own anyway, a second flood of mail told members of Crosser's committee to get to work at once. As they reported the bill, the Rules Committee was pressed to send it to the floor; then the delegations, backed by mail, wire and phone, recruited votes.

The druggists never went to anybody hat in hand, meekly asking favors. They were tough with allies who disagreed on detail, tough with

critical newspapers and magazines, tough with Congressmen. *The St. Louis Post Dispatch* ran some adverse editorials; local druggists retaliated by offering the P-D at cut prices. Celler invited testimony from the head of the National Association of Retail Druggists who responded:

"Frankly, I question whether we would appear at hearings of the type you mention in your letter. I can see no reason for them. No good can be accomplished by them and they may do a great deal of harm. I hope you will reconsider calling hearings of that kind. I cannot say definitely at this time if the hearings proceed as outlined whether we will take part or not.

"Another thing I should like to make clear is that I never appear as a witness at any hearings. I haven't over the years that I have been secretary of NARD. Of course, our association has been represented at any hearings in which we are interested. If we are heard at hearings it will be by someone designated by the writer.

He Rebuffs Congress

"I want to say again that I hope that hearings of this type will not be held. They are not needed and serve no purpose, except perhaps to do harm. They can be prolonged and drawn out with the result in the end that very little is accomplished. We wish to go on record as opposed to hearings of that kind."

When the bill finally was voted, it turned out that many Congressmen had committed themselves long before. Some had made their promises during their campaigns and others at mass meetings they addressed.

Throughout the whole campaign, the leadership was remarkably alert and able to direct its fire accurately. It had to do many things at the same time, for instance, to soften Congress while drafting a bill and negotiating its introduction. They never got mixed up.

Moreover, druggists could always be counted on to deliver. Over and over again, it was necessary that pressure be applied within a few hours. It always came.

Another example of such powerful lobbying would be hard to find. The ideas are elementary. Everybody tries them. While the Taft-Hartley Act was being written, the unions tried to stir their members; a few hundred would write and the drive would peter out. Consumer organizations try but find that their members are too lazy.

Something Missing...



like California without the

THE SACRAMENTO BEE •

THE MODESTO BEE •

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BILLION DOLLAR VALLEY OF THE BEES

More buying power and higher total retail sales than San Francisco and Oakland combined!* That's California's inland market . . . the Billion Dollar Valley of the Bees. But you'll miss it un-

less you use the *local* papers that independent Valley people read and heed . . . They are The Sacramento Bee, The Modesto Bee and The Fresno Bee.

*Sales Management's 1952 Copyrighted Survey

McClatchy Newspapers

National Representatives . . . O'Mara & Ormsbee, Inc.



JULY 1, 1952



HIS MARKET . . . is still in full bloom at cocktail time . . .



. . . and at baseball parks he's busier than the shortstop.



HUNGRY ICE VENDERS . . . keep him working overtime, and . . .



. . . skiers need tons of his ice when snow doesn't fall.

Meet the Iceman: 1952 Style

You're dead wrong if you think the iceman has gone the way of the Mohicans. He's turned himself into a merchandiser and opened vast new markets. Now even refrigerator makers are bringing out new machines for processed ice.

If you live in a big city, the word "iceman" brings back only memories of long ago, when you hopped the back of a truck on a summer day and scooped up pieces to suck or to put in a friend's shirt. The iceman, you surmise, is gone, along with the knife grinder, the "I cash clothes" man and the itinerant umbrella mender. He's been superseded by refrigerators, which at this moment hold maybe half a billion ice cubes.

BY JEROME SHOENFELD
Washington Editor

You're wrong. When the last square yard of land has been electrically connected and there's no kitchen without a mechanical refrigerator, there probably still will be icemen. They won't be like those you remember. Their trucks nowadays are bathroom white, without rear

steps for the kids to climb; they're in uniform and carry canvas bags instead of tongs. Company photographs give them the standard personalities, complete with service smiles, of Big Industry, and pretty Big Industry the ice business is. There are 6,800 plants whose volume reaches toward \$400 million a year. This is at least as high as it was when the first electrical refrigerator was put in a kitchen.

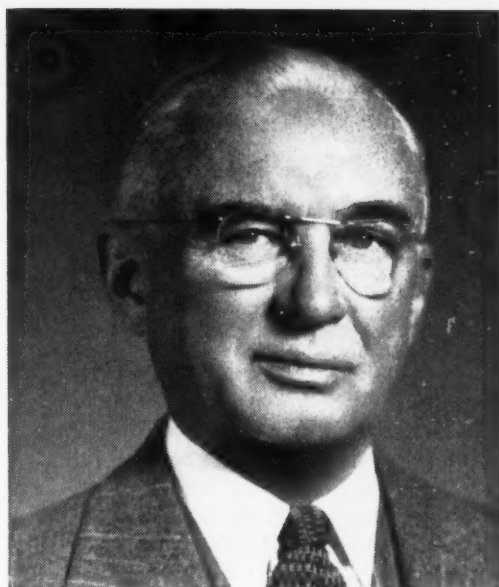
The survival of icemen, in face

ALEX F. OSBORN

Reveals

"WHAT'S RIGHT ABOUT BUFFALO"

Mr. Osborn is distinguished as an advertising leader, Vice-Chairman of B. B. D. O., a position which he has made of national importance. He is a best-selling author, of "Your Creative Power" and "Wake Up Your Mind." In the fields of education and social science he is Vice-Chairman of the Council of the University of Buffalo and Vice-President of the Community Chest and Councils of America.



Alex F. Osborn

ALEX F. OSBORN knows the cities of America as do few others. In an important address before the Greater Buffalo Advertising Club, May 13, 1952, he describes his city as both a wonderful place to live and in which to do business. Following are excerpts from his talk:

"THE MORE I have worked in other cities, the more I have liked Buffalo . . . There is no denying the blessings that nature has bestowed upon us, 'astride the level path of commerce between America's East and West, with a side door opening into Canada' . . . near to coal and oil and natural gas . . . and here we have Niagara's matchless power.

INDUSTRY: Our industrial leaders are setting a new style . . . demonstrating that the headquarters of nation-wide industries can well be kept here . . . it is also a source of pride to all of us that some of the greatest of our nation's corporations have chosen the Niagara area for some of their biggest plants—Du Pont, Union Carbide, General Motors, Ford, Westinghouse.

And our growth is supremely sound—founded as it is on the broadest economic basis. Our diversification includes all but one of the major lines of manufacture recognized by the Department of Commerce. And we are rated as the eighth largest manufacturing center in the nation.

In home ownership Buffalo outranks the average of the 18 other largest cities by a good 5% . . . The savings deposits in our metropolitan area aggregate 931 millions . . . exclusive of 686 millions of non-time

deposits in our commercial banks.

HEALTH: Our section is healthful. Since our prevailing breeze comes off a lake which covers 5000 square miles, our air is less polluted with pollen and other impurities. Pure air from Lake Erie helps save us from smog. Every minute we receive 1,230,000 gallons of fresh water. It is both pure and palatable. Here we are 590 feet above sea level. Some of our suburbs reach Adirondack altitudes.

WEATHER: In summer Buffalo averages 10 hours of sunshine per day as against New York's 9 . . . Almost any summer resort would envy our average temperature of 70 degrees in July . . . Each year we have only two days over 90 degrees. We average about 36 inches of rain per year. Cold and snow?—yes, plenty (we have skiing right here in our own hills)—but many cities have more.

RECREATION: We have 2000 acres of parks right within our city . . . 33 public playgrounds . . . Bathing beaches along our own shores . . . Nearly 30,000 motorized pleasure boats ply our waters . . . Over 80,000 Buffalonians take out New York State fishing licenses. Within the very shadow of the city our citizens pull game fish, even muskelunge, out of the Niagara . . . Over 40,000 take out hunting licenses each year. Golf—within a half-hour of downtown Buffalo we have 20 full length courses. What can we offer spectators? Baseball, Hockey, Football, Basketball. We have several stadia, one of them seating 52,000 and an auditorium which matches Madison Square Garden.

SCENIC ASSETS: What city can boast so many arborescent streets? Within our county are lovely valleys and noble heights . . . and what scenery our waters afford . . . our Park Lake, our rivers, Lake Erie and that scenic wonder of the world—Niagara Falls.

HISTORY: . . . Three centuries . . . in 1640 Fort Niagara was the key to the conquest of our West. In its architectural restoration it outranks Williamsburg, Va. A happy sequel to the War of 1812 is our Peace Bridge to Canada. It marks 140 years of international amity across a border 3987 miles long.

CULTURE: We have five libraries with over two million books and per capita circulation figures above the average of the nation's 18 largest cities . . . Our Albright Art Gallery, our Museum of Natural History, our Historical Museum, our Studio Theatre, our Kleinhans Music Hall—are internationally admired.

SOCIAL PROGRESS: Our municipality is one of the few to maintain a Bureau of Community Relations, attracting national attention. On the labor front we can be proud of Buffalo's record.

EDUCATION AND RESEARCH: Outstanding colleges, including Canisius, D'Youville, State Teachers, the Institute of Applied Arts and Sciences—and a University with over 10,000 enrollment and a faculty of over 1000 . . . Right now over 70 important projects in health research are being carried on at the University of Buffalo—a towering tribute to the enlightenment of Western New York."

BUFFALO EVENING NEWS

EDWARD H. BUTLER
Editor and Publisher

KELLY-SMITH CO.
National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

The complete text
of Mr. Osborn's address has been
reprinted by the Buffalo Evening
News. Write for your copy.

Now . . . a

Faster name

to match a
fast-growing market

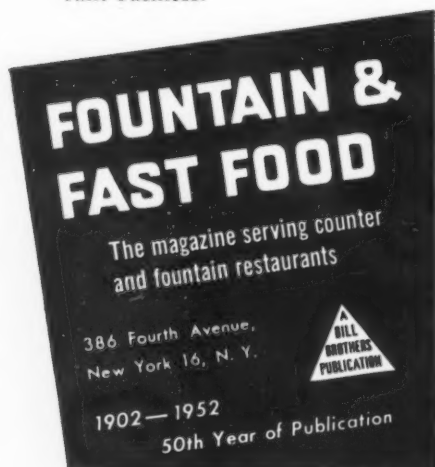
We've snipped off the tail of the Fountain & Fast Food Service title. For a field moving in a hurry . . . growing in a hurry . . . it was a long name. So, like the quick order kitchens and the fountain boys who have whittled down a new, quicker language of their own, we've clipped the name of our magazine and made it shorter. It will now be called

FOUNTAIN & FAST FOOD

The magazine serving counter
and fountain restaurants

This tells the whole story. What about the word "service"? Understood . . . obviously. Isn't it the key to the whole idea of *fast* food and the fountain?

It's the key to the whole idea of the magazine, too . . . for FOUNTAIN & FAST FOOD serves and sells 40,000 eating places . . . fountains, coffee shops, cafeterias, drug stores, hotels and restaurants that have counter service . . . the growing *profit* side of the restaurant business.



of competition of a richer industry, is explained by their transformation.

Back in the middle 1920's, when pictures of the new refrigerators first were splashed in national magazines and put on display in department stores, icemen got jittery. They rather took it for granted that they were licked. But, surprisingly, sales of both iceboxes and ice went up instead of down. For this, the industry can't take full credit. Appliance manufacturers were advertising coldness as well as their own mechanical way for supplying it. As many families responded by buying more ice as did by buying mechanical refrigerators.

All Kinds of Ice

The battery of sales points employed by the 1952-style iceman would astonish an old-fashioned one.

Iceman's ice, as today's producers like to call it, supplies the humidity, as well as the low temperature, which is needed by meat, poultry, fish and fresh vegetables.

If you use ice only on occasion, how long would it take you to amortize the capital investment required by a mechanical refrigerator?

Nor is ice just those big cakes you remember. There's snow, cubes and sizes graded and named like coal—pea, nut, etc.

The greatest single market, taking around one-third of the 50-million-ton annual output, lies with the railroads—the ice cars in which meat, produce, etc., is hauled about and across the country. The ice company sells its service to the shipper. On contract, it runs its supply truck to the tracks to ice the railroad car. It may be "body icing," as it's called, which is crushed within the truck, and pumped and hosed around the cartons or perishable being shipped. If it's bunker ice for the less perishable produce, about six tons of large cakes are appropriately placed and the cold air around them fanned through the car. Salt is added when the shipper wants a below freezing temperature.

Fishermen ice the catch as soon as they land it, and keep it iced. Icemen deliver to their boats. Electrically-run equipment hasn't appealed to them; for small boat owners it's hardly possible.

In the past several years, icemen have found that there are other customers than shippers. Fish stores they've always had, but how about the butcher and the fruit store man?

Building up such a business was not just a matter of sending salesmen to canvass. Through the country, pro-

duce retailers have been attending classes at which the value of icing, in keeping the produce fresh and fresh looking, is demonstrated. For instance, the Department of Agriculture, backed by the National Association of Ice Industries and by trade organizations of the produce merchants, turn many thousands of retailers into customers. In class, they are taught how to pack away their merchandise each night—at the very least, in barrels with alternating layers of ice and produce. Store keepers also are shown how to fit ice into their daytime displays: Wet lettuce leaves are attractive on a hot day. Attending these classes, you'll always find salesmen for ice companies and ice equipment companies, who book orders then and there.

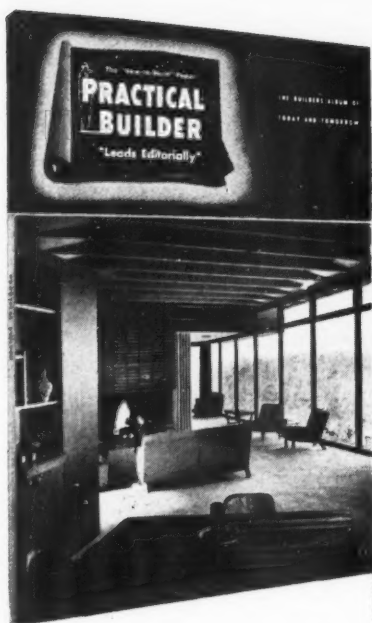
Meat-on-ice is another of the industry's campaign, a long campaign with carefully mapped strategy and tactics; it isn't a matter of mere occasional salesmen's raids, guerilla style. On an industry subvention, the University of California spent 18 months researching. It discovered and fever-charted the weight, color, etc., of beef, with and without ice. Store-fixture manufacturers, for whom ice companies often are sales agents, devised pretty glass showcases which are made, precisely, for ice. It's pointed out to the butcher that ice and meat prices being what they are, melting of the first comes cheaper than loss of humidity of the second; such humidity costs more than \$1 a pound.

Trade Publicity

The trade association sees to it that all this gets into the business press. There's an article on the subject in the March issue of *Meat Merchandising*. The current problem is to hook onto the boom in pre-packaged meat.

So much for food retailing. There's another business—one which icemen never lost. If you go to Yankee Stadium or to a fight at Madison Square Garden, notice that the pop bottles are peddled surrounded by ice. There's often ice in the paper cup when you buy a cold drink at the stand. A big ball field is empty too often for mechanical refrigeration, it's argued, and for the present delivered ice is sufficient for millions of cokes, cones, etc. The same argument has been sufficient to retain much resort business—at Coney Island, for instance, where there are only three or four months of business in which to write off an investment.

Long ago, hotels and restaurants



No magazine promotion can be better than the magazine it promotes. Ralph Waldo Emerson

never wrote a line of promotion copy in his life; but he said everything there is to be

said on the subject: "What you are... thunders so that I cannot hear what

*you say." **practical builder** asks you to look at the book... and look at the record.*

See what PB is... not what PB says. Thumb through its pages: no frills or fancy pants,

just solid stuff. That's why every issue is full of meat and meaning to builders and

contractors. That's why advertisers who are more interested in

promoting their own sales than in magazine promotion

agree: "When you're in PB you're in!"

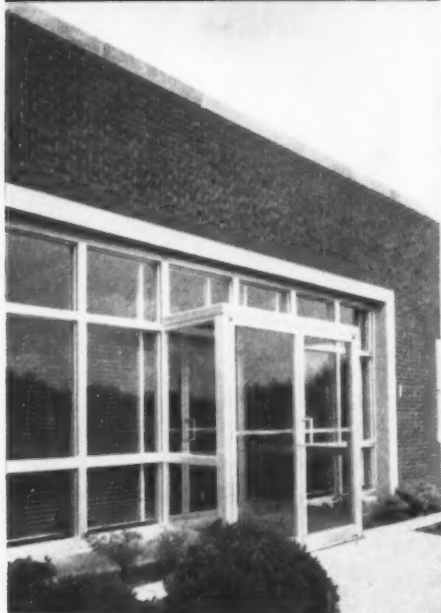


**... of the light construction
industry**

*Affiliated with 6 Building Industry Magazines
comprising the largest, most distinguished publications
in the building industry: Building Supply News, Building
Material Merchant, Ceramic Industry, Ceramic Data Book,
Brick and Clay Record, Masonry Building. Send for our
64-page book... **THERE'S MONEY IN REMODELING...**
free to any manufacturer who asks for it on his letterhead.*

© INDUSTRIAL PUBLICATIONS, INC., CHICAGO 3

in
Atlanta



25,000 SQUARE FEET

**OF VERY MODERN BUILDING
SUITABLE FOR**

Branch office and warehouse
or
Precision manufacturing plant
or
Large volume clerical work
or
Office for future plant

Air-conditioned, acoustic ceilings, asphalt tile floors throughout. Louvered fluorescent lighting. Quick-change partitions. 2-story modern, steel, concrete and brick. Charming reception lobby, heavy plate glass doors, aluminum trim. Aluminum window frames throughout. Paved, marked and flood-lighted parking for 100 cars. Approximately four acres vacant land for future plant construction with rail siding already in. In heart of Atlanta industrial area. On major truck route; truck access to both floors. Write for brochure.

Your broker,
or

**FOR
SALE**

ADAMS-CATES CO. Realtors
201 HURT BUILDING • ATLANTA, GEORGIA

went refrigerator. But icemen dislike intensely to give up a customer for the mere reason that he isn't buying anything just now. A cube-making machine, naturally, has some given maximum capacity. When there's overflow business, extra ice is needed. An aggressive company makes arrangements to supply it.

Copy writers coined the term, "glamorice"—both noun and verb. You glamorice oysters when you surround them with crushed ice. Glamorice also refers—at genuinely gala affairs—to the ice on which the pastry cook can practice sculpture for table center pieces. If the pastry cook's no good, the company has molds.

It isn't restaurants only that sometimes need extras. If you're running a party at which, say, a dozen people will be drinking highballs and your refrigerator offers a dozen cubes, you're embarrassed. Some of the present practices in these emergencies the industry finds deplorable indeed. People who get indifferent to temperatures after the third or fourth round lack sensibility and the host who borrows neighbor's trays is an "icemiser"—a very bad thing to be. The local ice company very likely advertises in the classified telephone directory that it will deliver any time. But delivery is a problem. A pail that should cost a quarter might come to \$1.50 or more when motorcycled into suburbs.

Slot Machine Ice

So the companies are putting up slot machines. One of the first, erected in California by Union Ice Co., is cleverly located next to a super market. Typical prices are 15 cents for five pounds of crush, 25 cents for the same amount of cubes. These vending stations are going up everywhere, especially along highways and near picnic grounds. Companies naturally have ice containers for sale, rent and even sometimes free loan.

In selling extra ice, the industry makes scores of deals with people in other lines. The iceman advertises iced tea and by return courtesy the tea man pictures tea with ice. Coffee and citrus fruit provide like opportunities. If some glass manufacturer designs special ice-service bowls, it probably will be easy for him to get it pictured in ads he isn't paying for. He'll also pick up enthusiastic sales agents.

Then there's skiing. Sometimes, hotel owners at winter resorts can offer everything but snow. When that happens, they buy it: crushed ice, which is sprayed evenly over hill and dale at \$6 a ton.

Coming . . .

Semantics & Sales

"The salesman is not a man of words! . . . most of his persuasive progress depends upon how well he can communicate with other people—move their minds or their feelings, or both. And that all boils down to the question: 'How capable is he in getting his meaning across?' . . . communication of meaning depends upon the people on both ends of a persuasive discussion . . . how they think, how they feel about the words and the things the words appear to represent."

By William R. Kelly
Manager, T. B. A. Sales
Sinclair Refining Co.

Considerable industrial processing involves grinding something or mixing six or seven materials. The friction generates heat which may ruin the original stuff. Icemen are on the lookout for this. When they find an instance they suggest an added ingredient to control the temperature; their own engineers of course can fix the exact proportion. And so, ice is mixed in with sausage meat, chewing gum, varnish, explosives, glue and concrete. Ice also cools the water in which felt for hats is stretched.

Although the industry managed to survive both refrigeration and home freezers, sometimes benefiting from competition, it's markets are anything but invulnerable. Produce is shipped in ice-cooled cars, but some railroads have been flirting recently with the opposition and, so far, Agriculture Department experts have found nothing wrong with results. Moisture, perhaps, can be supplied for a humidor of tobacco. In the case of truck shipments, the business from the start went mechanical. Each time a big highway is built, by-passing the cities where trucks can re-ice, there's an added inducement to get refrigerators. And equipment companies, dealing with those who could use their stuff only occasionally, have built up a lexicon of ingenious rental schemes.

Leaders of the industry and spokesmen for their association are aware of all these possibilities and of a host of others. They believe they'll live. Because they know that competition will always be keen, they're continually building new markets they never had before. They'd like a song writer to supply music for a lyric the first line of which they like to repeat: "There'll always be an iceman."

SALES MANAGEMENT

Claytus Wilson (right) was born on a rising tide of good farming. His family—Country Gentleman subscribers of Tennessee—began row crop farming with mules, now operate a prosperous mechanized dairy farm.



What happened to the farm boy and his bag of hard candy?



These farm youngsters have heard their folks talk about it . . .

Plodding trips to town by horse and wagon—rare trips when the crop was in—and a nickel to spend at the candy counter of the general store.

That was something that happened a long, long time ago. This afternoon the car is parked on the courthouse square. Dad is down at the implement dealer's to see about a new corn picker. The truck and two tractors and the machinery in the shed have already paid for themselves—and there's a bigger crop in the fields to harvest this fall.

Mother is over at the market buying the week's groceries. A clerk will carry her bags to the car—and she still has calls to make at the dress shop and appliance store.

Then together at the movies . . . and the ride home, the chores, supper—and to bed.

What happened to the farm boy and his bag of hard candy?

Well, he *could* be *you*—people are always just about our most important farm crop.

But more likely he grew up to become a farmer who puts power machinery and electricity and chemicals to work . . .

A farmer who produces to sell and invests his profits in security and a good life for his family—a comfortable home and time to enjoy it . . .

A man whose own boy now rides to town in a shiny new automobile for ice cream sodas at the drugstore fountain on Saturday afternoons.

"The American farm is more than a production plant—it is a place to live. We miss the point of all this progress in agriculture if we do not see that the end product of good farming is good living."—The Editors of Country Gentleman.

Country Gentleman

*The family magazine for
better farming . . . better living*



JULY 1, 1952

51



A market not duplicated by any other newsmagazine

America's most useful news

The magazine "*most useful*" to its subscribers is the magazine "*most useful*" to its advertisers. Poll after poll of America's men of business and industry results in more votes for "U.S. News & World Report" as the one magazine "*most useful*" in their work of all six news and management magazines. The most recent of these polls was conducted among all U.S. executives in "Who's Who In Commerce & Industry." Here is how these outstanding men of business voted:

Q.: "Which one of the following magazines do you find most useful to you in your work?"

A.: U.S. NEWS & WORLD REPORT	29.7%	News magazine "C"	12.0%
News magazine "B"	25.3%	Management magazine "3"	5.8%
Management magazine "2"	23.0%	Management magazine "4"	4.2%

a Class News Magazine

Although three of the magazines studied have more *total* circulation, it is significant that "U.S. News & World Report" ranked *first-choice* in this roster of outstanding business men. Other important groups, such as the executives of the railroads, the men directing the most aggressive companies, the heads of the leading advertising agencies, etc.—all gave "U.S. News & World Report" their *first-choice* vote as the most useful magazine in their work.

Coverage of important men in business and industry—yes!
Coverage of those who control the spending of a major segment of corporate spending—yes! But equally important—authority and respect, and the intense and alert readership that goes with it. It is undoubtedly a reason why advertising in "U.S. News & World Report" is so resultful.

**U.S. News
& World Report**

FIRST IN ADVERTISING GROWTH

1951 Revenue Gain 53% Over 1950; Greatest in Its Field

FIRST IN CIRCULATION GROWTH

1951 ABC Gain 18% Over 1950; Greatest in Its Field

newsmagazine

Worth Writing for . . .

Booklets, Surveys, Market Analyses, Promotion Pieces
and Other Literature Useful to Sales Executives

Newspaper Research Services:

A 48-page booklet, published by The Advertising Checking Bureau, describes 14 services through which national advertisers, manufacturers, merchandisers, advertising agencies and other organizations can be kept fully informed on such newspaper advertising as they require. The merchandiser, for instance, can measure and compare his own organization's merchandising efficiency with that of others in his field; keep tabs on his salesmen and the cooperating activities of his dealers. He can keep informed on new developments in fields in which he is interested and gauge the effort that will be required to meet merchandising objectives. The

function of ACB's Research Department is to read every national or local advertisement every day in all daily newspapers published in the U. S. Here are a few of its services, covering retail store advertising and national advertising of manufacturers and producers: furnish tear-sheets from daily newspapers; prepare special reports covering dealer and national advertising of special products in all daily newspapers; schedule listing service on national advertising; supply salesmen with paste-ups, valuable to dealers who need effective visual-aid selling; scout and report interesting new developments; ferret out advertisements which are exceptional as to size, copy, etc.; report

on how other advertisers refer to your product; service and administer co-operative advertising. Included is a complete directory of all daily and Sunday newspapers, and the state breakdown of 1,769,540 retail stores is reprinted from the recent U. S. Trade census. Write to Earl Swanson, The Advertising Checking Bureau, Inc., 18 S. Michigan Ave., Chicago 3, Ill., or to Ed Crimmins, ACB's eastern office, 79 Madison Ave., New York, N. Y.

Informative Labeling at Point-of-Purchase:

Booklet put out by Dennison Manufacturing Co. which describes nine ways in which informative labeling can help solve merchandising problems: (1) combating price competition; (2) establishing your trade name; (3) making advertising more effective; (4) educating retail salespeople; (5) selling the merchandise buyer; (6) increasing profitable self-selling; (7) reselling purchasers after the sale; (8) reducing losses in returned goods; (9) answering the consumer movement. Write to Richard J. Cullen, assistant Sales Promotion Manager, Dennison Manufacturing Co., Framingham, Mass.

"This is the size we send to the Growing Greensboro Market!"



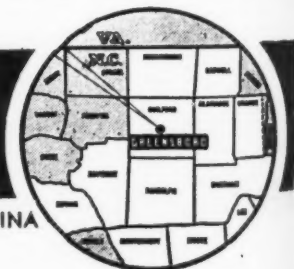
If you want to get that "5-o'clock shadow" out of your selling costs—better soften that sales resistance with a liberal application of tried and proven "G. G. M."* . . . The *Growing Greensboro Market is made up of 12 prosperous ABC counties in the rich Piedmont of North Carolina—South's No. 1 State. With 1/6 of North Carolina's 4-million population and 1/5 of its nearly \$3-billion retail sales—the Growing Greensboro Market will shave your advertising costs to a whisker when you use the keen selling edge of the GREENSBORO NEWS and RECORD" 100,900 daily circulation!

The only medium with dominant coverage in the Greensboro 12-County ABC Market, and with selling influence in over half of North Carolina!

**Greensboro
News and Record**

GREENSBORO, NORTH CAROLINA

Represented Nationally by
Jann & Kelley, Inc.



PHILADELPHIA DETROIT

CHICAGO

NEW YORK

Only 4 Cities
in the
United States



have Evening
Newspapers with a Circulation
Larger than the...

ST. LOUIS POST-DISPATCH

You Get the
MOST
When You Get the
'POST'

Over 400,000 Daily, Nearly 460,000 Sunday

THE BEST COVERAGE MONEY CAN BUY IN ST. LOUIS, THE
NATION'S 9TH RANKING CITY IN EFFECTIVE BUYING INCOME.

JULY 1, 1952

How to Win Friends and Influence Distributors with Your Ads

BY LOUIS H. BRENDEL

Merchandising Director, James Thomas Chirurg Co.

Mr. Brendel spells out:

12 objectives for your distributor advertisements

5 copy ideas apt to irritate distributors

How long has it been since you examined your advertisements in distributor publications to see if they really talk to the distributor in terms of his own self-interest? The distributor's function and interest is to sell your product, not to buy it.

Is your advertising to your distributors slanted to make your distributors want to sell your products and to tell them how and, possibly, where to sell them? You may also wish to restate the 12 objectives of distributor advertisements:

1. Educate distributor personnel on product sales features and user benefits.
2. Seek new distributors.
3. Soften up prospective distributors for future use.
4. Keep distributor management and salesmen informed on sales possibilities of product.
5. Set forth company sales policies for present and prospective distributors.
6. Discuss product applications and markets.
7. Enumerate sales supports (schools, promotion, etc.).
8. Solicit distributors' aid on special projects.
9. Sell ideas to distributors.
10. Build prestige for company.
11. Explain product shortage and what is being done about it.
12. Explain material substitutions (these last two inspired by armament restrictions).

But here are five slants in manu-

facturers' advertisements that a leading industrial distributor says do *not* impress his organization:

1. That the distributor makes a larger than normal profit by handling the manufacturer's line.
2. That the product is easy to service and sell.
3. That no responsibilities are imposed upon the distributor.
4. That the manufacturer is conferring a favor upon the distributor by permitting him to sell the line.
5. Any statement that cannot be freely quoted to a consumer.

How can your advertising be created to carry out these 12 common objectives and avoid the five irritants?

Have the advertising manager make sales calls. Distributors suggest that the company's advertising manager make a practice of calling on both distributors and users of his product.

Some advertising managers habitually take visual presentations out and check them with distributors. More should do it. Then there would be less justification for criticism of advertising to distributors.

Copywriters' Weaknesses

Talk the distributor's language: This advice may seem trite. Yet, a look at advertisements in distributors' publications shows that the editors know their readers better than the copywriters of their advertisers. Some might be improved by the distributor's suggestion to get the advertising manager out in the field. The same remedy might prove helpful to some industrial advertising agency account

men and to some copywriters.

Not long ago a manufacturer's sales executive handed me an advertisement he had torn out of a distributor's publication. The copy was a supposed dialogue between a manufacturer and distributor about one of the former's new products. "Phooey!" he snorted. "Who ever heard of a distributor talking like that? And who would ever talk to a distributor like that? He'd laugh you out of his place. That stuff sounds like it had been lifted out of a catalog."

One manufacturer checks his distributor advertising copy by reading it aloud to a real, live distributor. If it sounds silly and unnatural, he sends it back for a rewrite.

Tell distributors how to sell your product. There isn't a single manufacturer's sales manager who doesn't know that. In fact, they tell their distributor salesmen, both singly and in groups, how to sell their products.

But in spite of this "knowing better," a check of a recent issue of *Industrial Distribution* shows that out of 234 advertisements, 93 were regular user advertisements and were not prepared for the distributor. Twenty-nine were regular user advertisements with an adapter panel dropped in, which read something like this: "Distributors—This advertisement is being inserted in *Plant Engineering* and other leading business publications to help you sell more and turn over your stock faster." Or, 40% of these advertisements would have been far more effective if they had been written expressly for distributors.

It is also helpful to have your advertisement tell the distributor salesmen who uses the product and how it is best used. One distributor suggests that emphasis be placed on the common accepted usages and practices rather than the freak occasional application. He recommends that some factual statement about the manufacturer's prestige be included "in terms a distributor's salesman may pick up and use when talking to his customer."

It's not enough to toss a copywriter

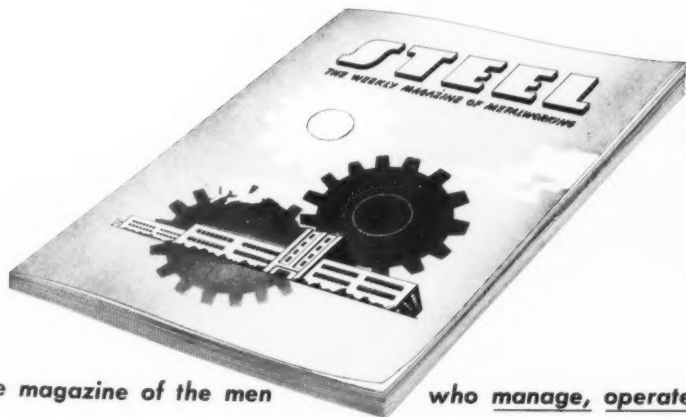
Look around your office
for **Metalworking** products...



...made in the plants reached by **STEEL**

Ever notice within the four walls of your office, how many Metalworking products surround you? Yet these products represent only a small segment of the huge metalworking industry which made them—a fast-growing market that has doubled in size over the past ten years. This is the market reached by STEEL—the only metalworking magazine which has grown as rapidly as the dynamic industry it serves. To help your company keep pace with metalworking's growth—and ahead of your competition—invest your advertising dollars in the magazine that's growing with your market.

STEEL • Penton Building • Cleveland 13, Ohio



The magazine of the men

who manage, operate, and buy for the metalworking industry



Making an Adding Machine calls for many of the operations performed in the processing of all metalworking products—operations common to all branches of the metalworking industry. To sell more to Metalworking you must reach the men responsible for these operations. Your advertisement in STEEL reaches more of these key men than in any other metalworking magazine.



\$50,000 a day— for waiting!

These manufacturers are waiting.

In their factory, the production line has halted, the men are idle. And every day of this inactivity is costing them \$50,000—and more!

What happened? One small breakdown in an important machine has stopped the works!

Even though replacement parts are hundreds of miles away, there's one

way they could cut those days of waiting to *hours*. It's an answer that is saving thousands of manufacturers thousands of dollars every day.

That answer is—Air Express!

Air Express speed means *production* line speed. Whether your business is factories, films, or food, you can profit from regular use of Air Express. Here's why:

IT'S FASTEST — Air Express gets *top priority* of all commercial shipping services — gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns at *no extra cost*.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the

way and gets a *receipt upon delivery*.

IT'S PROFITABLE—Air Express service costs less than you think, gives you many profit-making opportunities.

Call your local agent of Air Express Division, Railway Express Agency.



AIR EXPRESS

GETS THERE FIRST

a bulletin and expect him to create a "good" distributor advertisement. Sometimes he needs to hear the manufacturer translate his product features into practical benefits—not necessarily all of them; either, but the ones he has found most effective in actual selling. Try it and see how your distributor advertisements improve.

Tell them you are supporting them. A manufacturer has to do more than to provide various sales aids. He should also remind his distributors of his promotional and advertising support. Occasionally he can profitably use some of his distributor magazine space to tell this story—but only *periodically*. Unless care is exercised, this message may become a lazy substitute for the more helpful how-to-sell copy, which is much easier to write than sincere copy that really helps to train distributors to sell your product. Notice how many times the copywriter falls back on the "easy out" of showing the covers of a group of business publications, mumbling about how many "thousand impressions" will be made. Cover up the signature on your advertisement of this type and see if it doesn't fit your competitor just as well as it does you. Using advertising space for this pur-

pose is sound—provided you avoid the pitfall of doing it too frequently because it is easier.

A current advertisement of the Russell, Burdsall & Ward Bolt and Nut Co. reproduces samples of three separate advertising campaigns the company is running and captions each one with how it is helping RB&W distributors.

Closely related to this, is the use of space to reiterate your distributor policy to your own and other distributors. This helps to keep your own outlets satisfied and sold, and tends to attract other distributors whom you may need to expand or replace your present distribution network.

Again, a quiet note of warning: Don't overdo "The Policy Story" just because it's a softer job than down-to-earth selling hints.

Use "For Instances"

Use Case Studies. Two types of testimonials can be effectively used in this form of advertising:

1. Case studies that point out how a certain product saves money, speeds production, lengthens tool life, re-

duces down time, lightens heavy or hard work, etc., for specific companies, presented in such a way that other distributors can use the stories to convince their own "doubting Thomases." The Ward Leonard Electric Co. builds its industrial-user advertisements around case studies. Then, to reduce production costs, the company drops a special message into the coupon space, urging distributor salesmen to use the case studies to help them sell Ward Leonard's Chromaster.

Actual instances of outstanding sales—from the standpoint of size or profit—made by other distributors and suggesting how the reader-distributor may do likewise. An example of this style is Lincoln Engineering Company's advertisement showing a photograph of one of its distributors, together with a photograph of his show windows (showing Lincoln's products) and a testimonial letter telling why he likes to represent Lincoln. The second page illustrates the manufacturer's line and makes a bid for new distributors. Skilsaw, Inc., also uses a testimonial, the distributor saying "The SKIL line has increased our sales 125% in just two years!"

Explain shortages . . . suggest sub-

"TEST TOWN" MUST BE GOOD!



Here's real proof that advertisers know the value of the South Bend market: Of all evening newspapers in the United States in all cities up to 125,000* the South Bend Tribune was *first* in retail advertising linage for the first three months of 1952—*second* in total advertising linage—according to Media Records figures. This famous test market is *saturated* by only one newspaper, the South Bend Tribune. Write for free market data book, "Test Town, U.S.A."

*1951 population estimates from Sales Management's 1952 Survey of Buying Power

The
South Bend
Tribune



The South Bend, Ind. Market:
7 Counties, 1/2 Million People

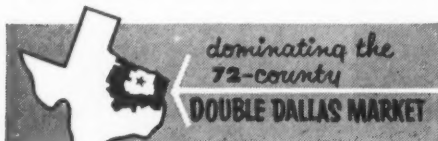
STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES



call it Influence

... an added
attraction of
THE DALLAS NEWS

- Like the subtle touch of perfume that causes ties to be straightened... or the elusive spices that make an apple pie delicious... the readability and prestige of The News add an effective ingredient to paper and ink.
- Call it influence... sway... or confidence... it's an extra something that adds strength and sell to any product advertised in The News.
- The area of this influence is wide and large, for The News is the breakfast time visitor, the family newspaper of 72 North Texas counties — a market of more than a third of Texas' population and wealth.
- With the News' larger circulation and larger market, plus the News' impelling influence, you've a right to expect greater return when your advertising is in The Dallas News.



**The Dallas
Morning News**

CRESMER & WOODWARD, INC., REPRESENTATIVES

stitutions. In times like the present numerous products are bound to be in short supply, partly because of the lack of capacity and partly because of restrictions on the supply of materials. Regardless of the cause, if your products are scarce, tell your distributors why they are scarce. Tell them what you are doing to improve matters. An example is the Bassick Co. This company recently used paid space to inform its distributors about a new plant it has set up to increase the production of industrial truck casters.

Tips for Salesmen

In another advertisement, Bassick pointed out to distributor salesmen that casters with *roller bearings* are critically scarce, but that casters with plain or self-lubricating wheels are not so critical, yet are equally satisfactory for many applications. The salesmen, therefore, were urged to sell the less critical type of caster and thus give their customers quicker deliveries.

Trumbull Electric uses advertising to tell its distributors about the substitution of aluminum bus bars in place of scarcer copper in its busways.

Avoid advertisements that look like catalogs. Our survey of advertisements to distributors showed far too many advertisements which were packed with halftones of products and figure numbers. Why do manufacturers of pumps and valves, for instance, always feel that pictures of their products have a fatal fascination for readers? Don't spend money to reproduce catalog pages in distribution publications. Even beautifully retouched silhouettes of *your* pumps, with copy such as this, won't generate much action on the part of a distributor: "Fig. 1898 — Single stage centrifugal." Wouldn't it be more helpful to tell them where to use the different types of pumps and why?

Incidentally, a Cleveland distributor likes a Black & Decker distributor advertisement because it "gives *price*, together with safety features and quality."

Advertise to sell ideas. During the past few years, many manufacturers have found themselves in the position of not being able to furnish more than a fraction of the amount of merchandise their distributors could have sold. Yet, despite this unavoidable and irritating situation, forward-thinking manufacturers sincerely want to retain their distributors' good will. Therefore many of them utilize their advertisements to influence their

distributors' thinking and safeguard the future. For example: A Connecticut company uses paid space to sell its distributors on continuing to sell its displays, as protection for the future, even though its products are scarce.

Or, a manufacturer might use his advertisements to point out to distributors the advantage of developing specialists to sell his line. Or, he might solicit case studies and installation pictures from his distributors for use in sales promotion. A few years ago a valve manufacturer used his distributor advertisements to promote a contest in which distributor salesmen received prizes for photographs of the oldest installations of this company's valves.

Certain modifications of institutional advertisements may be desirable at times to create a favorable attitude on the part of distributor personnel toward a manufacturer.

This by no means is a complete tabulation of all the objectives that may be accomplished by advertising to distributors. As the last classification indicates, this form of promotion can be used effectively to sell ideas. Since there is no limit to the number of ideas manufacturers may generate, there is likewise no limit to purposes for which they may use this phase of advertising.

How to Get 'Em

These economic indicators selected by Dr. Jay M. Gould, Market Statistics, Inc., New York, N. Y., can be obtained from the bureau or board listed in the "Source" (opposite page), Washington, D. C. Most of these data are available in two sources:

"Survey of Current Business," issued monthly by Department of Commerce. Price \$3 per year.

"Economic Indicators," prepared by the President's Council of Economic Advisors. Price: \$2 per year.

Make your check payable to Treasurer of the United States.

Fifteen Selected Economic Indexes

Name of Series	How Often Issued	Source	Title and Cost of Original Publication	Remarks
1)—Gross National Product	Quarterly	National Income Unit of Department of Commerce	"Survey of Current Business" \$3.00 per year	This is the most complete indicator of the total output of goods and services, with breakdowns available for the expenditures of business, consumers, and government.
2)—Disposable Income	Quarterly	Same as above	Same as above	This is the standard indicator of consumer demand, representing personal income after state and federal income taxes.
3)—New Plant and Equipment Expenditure	Quarterly	Securities and Exchange Commission	"Plant and Equipment Expenditures of U. S. Business" Free	A prime source of information on private investment, broken down by standard manufacturing classifications, plus mining, railroad, and utilities.
4)—Personal Income	Monthly	Office of Business Economics, Department of Commerce	"Personal Income" Free	The best over-all monthly measure of economic activity; personal income broken down by wages and salaries, proprietors' and rental income, other forms of property income, and transfer payments.
5)—Retail Sales	Monthly	Same as above	"Retail Store Sales" Free	The best over-all indicator of retailing activity, broken down by 12 types of outlets in durable and nondurable lines. This series is projected for the current month in the "High Spot Cities" feature published in the first of the month issue of Sales Management.
6)—Manufacturers' Sales	Monthly	Same as above	"Manufacturers' Sales and Inventories" Free	The best over-all indicator of sales of manufacturers on dollars broken down for durable and nondurable industries with associated data on inventories and new orders. This series is projected for one month in the middle of the month issues of Sales Management.
7)—Index of Industrial Production	Monthly	Federal Reserve Board	"Business Indexes" Free	The best over-all indicator of manufacturing and mining output, expressed in physical terms as an index number, 1939=100; available for over two dozen industrial classifications.
8)—Consumer Prices	Monthly	Bureau of Labor Statistics	"Consumers' Price Index and Retail Food Prices" Free	The official index of consumer prices, 1935—1939=100, available for about 18 food items, plus apparel, rent, fuel, utilities, and home furnishings. Actually applies to moderate-income families in large cities only.
9)—Prices Paid by Farmers	Monthly	Bureau of Agricultural Economics, Department of Agriculture	"Agricultural Prices" Free	An index of farm prices, 1910—1914=100, useful in establishing the so-called "parity ratio" and complementing the urban index of Consumer Prices.
10)—Civilian Labor Force	Monthly	Bureau of the Census	Current Population Report P-57, "Labor Force" Free	The official over-all indicator of total employment trends. Breakdowns available for measuring unemployment, and male and female employment—both farm and non-farm. Based on a relatively small sample, however, monthly fluctuations are subject to high sampling error.
11)—Non-Farm Employment	Monthly	Manpower Branch, Bureau of Labor Statistics	"Non-farm Employment" Free	The official indicator of employment trends in manufacturing, mining, construction, trade, services, finance, and government; based on a very large sample of Social Security payroll data.
12)—Average Weekly Hours and Earnings	Monthly	Same as above	"Hourly Earnings of Factory Workers" Free	Hours and weekly earnings of production workers in manufacturing. Data on non-manufacturing industries available in BLS "Monthly Labor Review."
13)—Department Store Sales	Weekly	Federal Reserve Board	"Weekly Department Store Sales" Free	Data on percent change in weekly sales for each of the 12 Federal Reserve Districts, plus an index of department store sales, 1935—1939=100.
14)—Wholesale Prices	Weekly	Bureau of Labor Statistics	"Wholesale Prices for Week" Free	Weekly index of wholesale prices, 1947—1949=100, for 200 commodities taken to represent price change of about 1800 items, classified farm products, processed food, and other commodities.
15)—Stock Prices	Weekly	Securities and Exchange Commission	"SEC Index of Weekly Closing Prices of Common Stocks on the NYSE" Free	Valuable because of the great detail available; averages presented for various manufacturing classes, utilities, trades, finance, and service, and by type of transaction.



IT'S **ALL-SEASON** IN MIAMI NOW!



If you still think Miami's merely a "Winter Resort"...take a look at these figures from the Miami and Miami Beach Convention Bureaus!

227 Conventions Booked April Through November Of This Year!

212,455 Conventioneers From Everywhere Will Attend These 227 Conventions!

\$25,932,970.00 Is A Conservative Estimate Of The Number Of Dollars These Conventioneers Will Spend Here!

And...remember, all this is *in addition to* our thousands of Summer Tourists and our half a million year-round residents!

Get your share of this big, bustling all-season business! WIOD can get it for you. Just let your Hollingbery man fill you in on the details.



James M. LeGate, General Manager
5,000 WATTS • 610 KC • NBC
National Rep., George P. Hollingbery Co.

NOW

ON--THE--JOB SALESMEN'S TRAINING

Custom-tailored for your individual business—and limited to a single client per industry—ours is a highly effective program of individualized sales instruction which will help your salesmen.

- Obtain thorough, ON-THE-JOB training in professional selling fundamentals at a fractional cost of time-consuming sales meetings
- Increase sales without a corresponding increase in field selling costs
- Increase daily selling time by as much as 20%

- Profit from the exchange of field-tested sales know-how without loss of time from their territories
- Organize and work their territories more efficiently
- Train Distributor salesmen
- It will pay for itself time after time in improved sales performance, lower selling costs and reduced turnover

If you employ 25 or more salesmen we invite and welcome the opportunity to explain how we can help you.

SALES TRAINING CORPORATION

Executive Offices
53 West Jackson Blvd.
Chicago, Illinois
Tel.: WAbash 2-1954

Eastern Offices
545 Fifth Avenue
New York City, New York
Tel.: MUrray Hill 7-5896

Readers' Service Can Furnish These Reprints

PLEASE SEND REMITTANCE with order to Readers' Service Bureau, SALES MANAGEMENT, 386 Fourth Ave., New York 16, N. Y. Reprints may be ordered by number.

NEW REPRINTS

256—12 Questions about the Forgotten Man in Sales: The Supervisor, by L. J. Warren. (Price 10c)

255—What a Salesman Looks For in His Sales Manager, by Charles M. French. (Price 5c)

254—How to Live in a Sales Executive's Job—And Like It, by John G. Neukom. (Price 10c)

253—Salesmen's Time Study Shows How to Cut Sales Costs. (Price 25c)

252—Five Cockeyed Ideas Salesmen Entertain about Advertising, by Otto Kleppner. (Price 10c)

251—17 Tested Ways to Improve Manpower Leadership, by Burton Bigelow. (Price 75c)

250—Turnover on the Sales Force: What Causes It, What to Do about It, by Robert N. McMurry. (Price 50c)

249—Ten Articles on Salesmen's Compensation Problems. (Price \$1.00)

248—Displays That Click with Furniture-Household-Radio Dealers, an exclusive SM study by Gould, Gleiss & Benn, Inc. (Price 5c)

247—Displays Most Wanted by Urban Drug Stores, an exclusive SM study by Gould, Gleiss & Benn, Inc. (Price 10c)

246—What Makes Display Pieces Click With Independent Food Merchants, an exclusive SM study by Gould, Gleiss & Benn, Inc. (Price 10c)

245—Dealers Reveal Display Preferences in Tape-Recorded Depth Interviews, an exclusive SM study by Gould, Gleiss & Benn, Inc. (Price 25c)

244—How to Determine Potentials and Set Quotas for Distributors, by Louis H. Brendel. (Price 10c)

243—10 Ways Distributors Rate Your Pricing Policies, by Louis H. Brendel. (Price 5c)

242—What Distributors Expect from Your Promotion, by Louis H. Brendel. (Price 10c)

241—10 Price Objections—How to Meet Them, by Harry Simmons. (Price 5c)

SALES MANAGEMENT

240—A Blueprint of the Modern Sales Manager's Job, by Burton Bigelow. (Price \$1.00)

239—The Politics—and the How—of Industrial Publicity, by William K. Harman. (Price 10c)

238—Where to Find and How to Choose Your Industrial Distributors, by Louis H. Brendel. (Price 10c)

237—Is It Management's Fault That So Many Salesmen Fail? by Robert N. McMurry. (Price 25c)

236—14 Practical Ways to Help Your Distributors—Now, by Louis H. Brendel. (Price 10c)

235—Salary & Bonus Plans Popular in Drug Field. (Price 5c)

MISCELLANEOUS REPRINTS

The following miscellaneous reprints are also available, until present limited stocks are exhausted. (Price indicated.)

Industrial Section — Survey of Buying Power—May 10, 1952. SM Data on Industrial Potentials in 19 Industries. (Price \$2.00)

Canadian Edition — Survey of Buying Power—1952. (Price \$1.00)

How Other Subscribers Use the Survey. (Reprinted from May 10, 1952 Survey of Buying Power). (Price 25c)

275—Top-Paid Sales Executives. (Price 25c)

The Story Behind Dow's 3-Step Promotion for "Hidden" Products. (Price 10c)

Why Training Falls Flat with Retail Salespeople, by John C. Bancroft. (Price 5c)

How Industrial Packages Solve Distributor Problems, by Louis H. Brendel. (Price 10c)

10 Sound Rules for Using a Blackboard When You Speak, by James F. Bender, Ph.D. (Price 5c)

Beg Pardon

The estimate of value added in textile manufacturing for Pittsylvania, Va. (page 60, Industrial Section, Survey of Buying Power, May 10, 1952) should read \$72 million, not \$12 million, thus giving the county a ranking of number 15 in the list of leading counties. The total Above Counties line should now account for \$5,412 million, or 89.1% of the U.S.A. total.

Prediction:

This new book will spark-plug sales
of One Billion dollars worth of
merchandise this year



Mail coupon for your FREE copy—plus another
valuable new book that can help boost your sales

Here, "hot off the press," is the newest edition of a book that has become almost a sales "bible" for thousands of executives including those of most of the sales-leaders in business fields ranging from motor cars to baby buggies—from railroads to diaper services.

It is Belnap & Thompson's new 1953 Deluxe Prize Book. The fact that it tops all previous editions will be welcome news, since selling will be tougher this year for most companies than in any recent year. Its theme title is: "SET YOUR SIGHTS ON BETTER LIVING."

In its pages are presented in colorful array 1622 of the finest merchandise prizes ever assembled—famous name prizes—the kind that supply maximum incentives to FOCUS THE SALES POWER of all salesmen—to achieve the specific objectives and goals your sales program requires right now.

Mail the coupon and in addition to your free copy of this new prize book, we will send you a complementary copy of "Incentives at Work," a complete manual on *how* and *when* to use Prize Programs—based upon an analysis of the case histories of more than 4,000 successful B & T Prize Programs. Every sales and merchandising executive needs these two business tools.



BELNAP & THOMPSON, INC.

Headquarters for Merchandise Prize Incentive Programs

TWO valuable
new Books are
yours—FREE!

Belnap & Thompson, Inc.

Incentive Center, Palmer House, Chicago

Please send me BY MAIL without charge or obligation
copies of your new Deluxe Prize Book and *Incentives at Work*.


Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

JULY 1, 1952



82nd IN POPULATION
among Sales Management's
162 Metropolitan County Areas

IF your newspaper campaign includes the first 100 markets according to population—then over 234,000 Quad-Citians are among your targets. On the Illinois side live 57% of Quad-City population. And you cover Illinois' Rock Island, Moline and East Moline (3 of the 4) when you use

The ROCK ISLAND Argus
The MOBILE Dispatch

THE ALLEN-KLAPP CO., National Representative

The Business Picture Is
COCKEYED
But Your
SALES PLANNING
Can't Afford to Be

Everybody . . . including your favorite newsletter . . . seems to differ on what's happening to business. That's because the overall picture is chaotic . . . a hodge-podge of separate trends moving in every direction. There's no sense to it . . . unless you view it in close-ups of individual markets.

"High-Spot Cities" provides these close-ups in each first-of-the-month issue of SALES MANAGEMENT. Prepared by the Survey of Buying Power staff . . . with the same formulas that insure the high accuracy of Survey estimates . . . "High-Spot Cities" alert you each month to sales changes in the making—in 234 U. S. cities.

For BULLSEYE SALES PLANNING Today
See Page 88 This Issue

Co-op Ad: Sales Tool or Fraud?

(continued from page 24)

company names were pulled off and a questionnaire and letter sent to the advertising director. It was a long survey—filling two legal-size sheets—but it pulled a 30.1% return within 10 days—proof positive of the intensity of the interest. The returns were separated by industry groups, but examination revealed that viewpoints and policies within specific industries did not vary substantially from the over-all average except in the major fields of drugs and toiletries, household equipment, apparel and building materials.

A trifle more than half—52%—of the respondents reported that currently they had a newspaper co-operative advertising plan. The highest percentage of users — 67% — was found in drugs and toiletries, and in household equipment. One quarter of the others reported that they had used co-op in recent years and had discarded it. Some of the "No's" reported that they had dropped out during the war but were thinking of adopting it again. Others said they were "experimenting." The non-users seemed to be just as anxious as the users to get the consensus opinion which SALES MANAGEMENT promised in return for their cooperation . . . 75% of the respondents not only answered 10 questions but they also filled in a lengthy space which was allowed for "Remarks."

What's Wrong with Co-op Advertising?

Before reporting on the answers to specific questions, let's sample the flavor of opinions by quoting from the pros and the cons. First, a sampling from the non-users:

1. "Results are much better when dealers are 'on their own,' and we do larger national job with money available." (electrical instruments, Chicago)

2. "Our company does not have co-operative advertising dollars as such but distributors are given financial assistance in promotion of a local nature only after they have 'sold' us on the type and volume of the promotion proposed." (eastern oil refiner)

3. "A big headache is with forced combination papers. We have found, for example, that a store would run our copy on Thursday evening, but pull it out of the Friday morning

paper, substituting some other type of branded product, but we would both be billed for the full combination rate." (Midwest drug company)

4. "We're finally dropping out of co-operative advertising and the dealers are squawking because they're losing a chance of a little larceny." (eastern drug manufacturer)

5. "Our average sales per dealer are too low to enable us to provide an effective plan that we could offer to all of our 18,500 dealers. We provide them with free mats and numerous merchandising aids without cost." (Midwest manufacturer of animal health foods and drugs)

6. "We are now reconsidering. We like the tie-in with important retailers, dislike the wastes when used by small, unimportant stores." (lighting fixtures, East)

Nobody Likes to Be a Sucker

7. "The administrative costs would be too large." (Midwest furniture manufacturer)

8. "Nobody likes to be a sucker; frequently we found that we would be charged several rates by different buyers in the same store. Then, after settling on the lowest rate we would discover that a much smaller store in the same town would bill us at a still lower rate." (eastern cosmetics maker)

9. "The chains have tried all sorts of pressure to get us to go co-op again, but we stuck to our guns. What has worked in our favor is another kind of pressure—consumer demand!" (eastern drug manufacturer)

10. "We are not using but would like to find a 'good' plan to use, for we believe in it, and are interested in your report." (Midwest furniture manufacturer.)

11. "The whole idea is the shortest path to business suicide for most advertisers. Only large unit items should have it, in fields of a specialty character, where the price structure can be loaded to carry it." (Midwest shoe manufacturer)

12. "We have no co-op plan but we do have a good mat service which we get our salesmen to push by offering them a bonus of 10% of the space rate for all ads they get their customers to run. This is successful in small cities but is no good in metropolitan markets." (eastern apparel manufacturer)

13. "We think it an evil and we intend to continue to spend and *control* our own *set* budget." (Pacific Coast manufacturer of sports wear)

14. "While I believe the way to build a national brand is not through co-operative advertising, yet the company's views are changing and we are constantly experimenting." (eastern underwear and hosiery manufacturer)

15. "The whole co-operative advertising field employs poor business administration in practice, if not in theory." (Chicago feed manufacturer)

16. "We tried co-operative advertising over a relatively long period and discontinued it. We could probably write a book on why we would not consider it again." (Pacific Coast food manufacturer)

What Users Say about the Plan

1. "I can give you 316 reasons why *not* to use co-operative advertising—cheating, headaches, fights, paper work, spotty coverage, sloppy control, etc. *ad infinitum*. And I can give you *one* reason for it—it makes sales!" (Midwest manufacturer of heating and plumbing fixtures)

2. "On the question of judicious expenditure of available money, we have the solid conviction that 'the dealer knows best.' There's been much main-office snobbery on this point—a lot of smug underestimation of the dealer as a businessman. . . . Co-op advertising can do a job for the manufacturer that no other kind of advertising can possibly do: It can talk to the local prospect at exactly the right time, in the right place and in exactly the right tone of voice. (Eastern Camera Co.)

3. "If we were to make any change in our co-operative advertising plan which could be construed by our distributors and dealers as a reduction in allowances or in services under [the] our plan, the effect would be the same as an increase in the price of our product and we could be cited for violation of the price control law. As a matter of fact our firm was cited last year under the following circumstances:

"One of our dealers had already run, and been reimbursed for, more co-operative advertising than was justified by his purchases. He billed us for additional advertising and we returned the invoice to him with the information that we were unable to pay it. He made a formal complaint to Washington stating that our co-operative advertising had been discontinued. (This was not strictly

Drug
Store
Sales are
Dynamic



in America's
Miracle Market
Norfolk Portsmouth Newport News

Drug and proprietary sales are up 18% . . . other categories climbing, too. Department stores up 12%, building material sales up 12% in this amazing market 1951 over 1950. It's a market you can't afford to overlook and WTAR-AM-TV is the medium that delivers. Contact Edward Petry & Co. today.

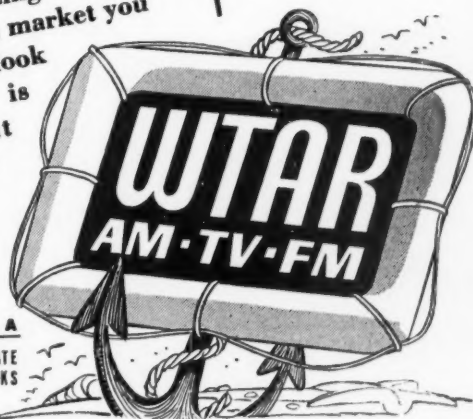
5,000
WATTS . . .
—790 kc.

NORFOLK, VIRGINIA

AM-TV-FM

AM-FM ▶ NBC AFFILIATE
TV ▶ ALL NETWORKS

Only dominant
WTAR-AM
and exclusive
WTAR-TV
can give you
full penetration of this
rich market.





"You Can't Sell The Puget Sound Region Without Tacoma Coverage"

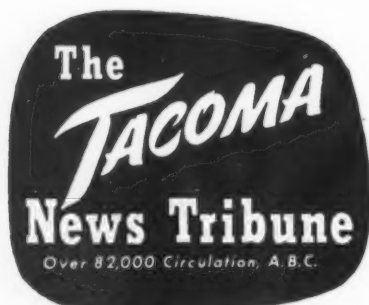
says F. T. Brien, Manager,
Radio, Television & Appliance,
Inc., Seattle

F. T. Brien is president and
general manager of Radio,
Television & Appliance, Inc.,
500 Westlake North, Seattle
—Western Washington dis-
tributors for Philco radios,
Philco television and Philco
appliances.

"A very substantial part of our
business comes from the Ta-
coma market," Mr. Brien says.
"We know from experience that
Tacoma must be given strong
merchandising on the local lev-
el. Without Tacoma coverage,
a sales campaign in the Puget
Sound region misses much of its
potential. That's why Tacoma
is a 'must' in our planning every
time."

And we say: "Think TWICE about
Tacoma . . . a separate, distinct
market, effectively covered ONLY
by the dominant News Tribune."

Ask Sawyer, Ferguson, Walker
Company.



and KTNT
Transit Radio



true; we had only suspended it be-
cause we had run out of money) and
that therefore the price of our prod-
uct should be reduced. We received
a telephone call from the Price Con-
trol office in Washington, and to
avoid trouble agreed to pay the ad-
vertising claim and reinstate co-op-
erative advertising even though our
budget had been exhausted!" (Mid-
west manufacturer of household
equipment)

4. "It's cheap and effective. Many
stores are slipshod in their invoicing.
Either they forget to render a bill or
they haven't followed our rules 100%
and decide we wouldn't OK an in-
voice. We figure that we're billed for
not more than 75% of the space they
run." (Pacific Coast food company)

The Saks Name Adds Prestige

5. "We place the co-operative ad-
vertising *ourselves* and charge the
dealer his share. This holds control."
(Midwest maker of farm machinery)

6. "We check *everything* that
runs under our name. Often we find
that we haven't been billed for space
we are obligated to pay for. In such
cases we draw a check to the retailer
and have our salesman present it on
his next call. It makes a terrific hit
with the trade and cements relations
between the store and the salesman."
(western apparel maker)

7. "We do not put a limit on ex-
tent of cooperation unless it becomes
excessive with regard to purchases.
Have found that great majority want
as much profit return on their invest-
ment as we do." (eastern manufac-
turer of insecticides)

8. "Double billing by small news-
papers is the chief evil. We try to
smoke these out by insisting that ad-
vertising must be placed by agency
orders if rate is more than net na-
tional. Agency then bills dealer for
his share." (Ohio tire manufacturer)

9. "We use it but we don't particu-
larly like it because it's a bludgeon
used on us by retailers. Unless we par-
ticipate, complete cooperation is not
forthcoming even though we adver-
tise in the community on our own.
We particularly resent paying na-
tional rate while retailer is billed at
local rate." (eastern manufacturer of
smokers' equipment)

10. "A man like Saks or Marshall
Field adds not only *prestige*, but
helps sales to other outlets in the
area." (New York perfume manu-
facturer)

11. "The practice of newspapers
giving two rates makes possible brig-
andage on the part of retailers —
especially the chain drug stores.

They use the differential to earn a
profit on their advertising depart-
ments. I consider money spent for
co-op ads a bribe to buy the retailer
cooperation in displaying our mer-
chandise. They are hard words but
that's my frank opinion!" (Far West
manufacturer of cosmetics)

12. "The local tie-ins and resultant
added prestige are *invaluable*." (east-
ern food packer)

13. "Too many stores make a
profit on so-called co-op advertising.
They're becoming space brokers.
They then look for '100 percenters,'
at exorbitant rates, who will pay
'just to get in.' This fosters bad mer-
chandising." (Chicago manufacturer
of housewares)

14. "One manufacturer allows 75-
25 co-op; the competitor retaliates
with 100%. Most manufacturers vio-
late Robinson Patman Act habitually.
Price control laws also complicate
co-op. It's a big subject—a big head-
ache—but we have to use it." (Mid-
west equipment manufacturer)

15. "The local rate is very attrac-
tive and actually means *more* adver-
tising for a given budget." (One of
the largest makers of electrical appli-
ances)

The above sampling of comments
shows the great variety of reasons for
the intense interest in the subject. It's
something that few national advertis-
ers of consumer products can ignore
or laugh off.

How Much?

Those respondents who have a
newspaper co-operative advertising
plan were asked, "What percentage
do you pay?" The response:

All	16%
Half	61%
Less than Half	14%
Other	9%

Co-operative advertising is often
referred to as a 50-50 deal but the
report indicates that, on the average,
manufacturers pay somewhat more
than a half share.

The Appropriation: How Based?

The question: "Is the appropria-
tion based on actual shipments, where-
by you allot so much per unit, case,
etc?"

The answer:

Yes	50%
No	48%
Other	2%

Those who answered "No" to that

question were asked, "Do you have a dollar limitation?"

Yes	40%
No	56%
Other	4%

How Do They Pay?

The question: "Do you remit your share only on tear-sheet of insertion?"

Yes	95%
No	5%

The only surprise here is that 5% are apparently so careless—or so trusting—that they pay sight unseen.

Administration of a co-op system is referred to by some as a headache, by a few as an intolerable burden, but to others it seems to present no formidable bookkeeping, or checking problems. Perhaps there's an essential difference between the manufacturer who has no direct control because he sells through wholesalers, and the one who sells direct to the retailer.

One who does sell direct to the trade has a system as simple as A-B-C and says it is strikingly successful. Here's the plan:

1. With the acknowledgment of each order the manufacturer sends "ad-scrip" for 5% of the order.

2. The retailer chooses his own dates to run the ad—in a local newspaper, radio or TV station. The ad may be reproduced from the company's mats or scripts; or if prepared by the dealer must have the manufacturer's prior approval.

3. After the ad has been run, the dealer:

(a) Sends tear-sheet of the ad or copies of the radio/TV script

(b) And the invoice (or certified copy) from the newspaper or broadcasting company

(c) And ad-scrip amounting to one-half the invoiced cost.

4. The company then draws a check to the dealer for its half.

The company says, "It has worked beautifully during the three years of operation. We have no headaches of checking or elaborate bookkeeping. Perhaps an occasional dealer may give us the worst of the rate but that isn't consequential as compared with the benefits."

Who Does the Checking?

Respondents were asked: "Do you do your own checking or depend on your agency?"

The answers:

Do our own	83%
Agency	7%
Others	10%

A careful analysis of the answers to this question indicates that it was interpreted largely to mean *who pays* for the checking, rather than *who actually does it*. The 10% credited to "other" represents specific mentions of the Advertising Checking Bureau, Inc., with offices in San Francisco, Chicago, New York, Memphis and Columbus, and it is very obvious that many of those who say they do their own checking really mean that they *pay* for it themselves but have the work performed by the Advertising Checking Bureau which currently makes reports for 1,200 national advertisers on retail advertisements mentioning or featuring manufacturer brands, and for 43 companies and 66 brands they check the dealer invoices and verify both insertions and the rate charged.

What Newspaper Rate?

Probably the greatest cause of bad feeling in connection with newspaper co-operative advertising is the rate which the manufacturer pays, and the greater the spread between the national rate and the lowest retail rate the more likelihood for bad feeling—or for extreme elation if the manufacturer is sure he has made a good deal. Sometimes there is a spread of 50% or more between the two rates, and this makes it possible for both the manufacturer and the large retailer to feel that each has won a prize. For example, a certain newspaper has an 80-cent flat rate for general advertisers, while the large retailer can buy the space for 40 cents. If the manufacturer pays 60 cents for his share of the co-op space, he has made a saving of 25% over what he would have had to pay if he had purchased it through his advertising agency, while the retailer buys at 40 cents, sells at 60 cents, and pockets a 50% profit.

The national advertisers were asked this question: "Do you *insist* upon enjoying the same rate as paid by the retailer?" The answers:

Yes	76%
No	20%
Other	4%

All of the respondents in the apparel and building materials fields say they insist on the retailer's rate, and so do 90% of those in drugs and cosmetics, and 95% in the household equipment field. Few, however, can ever feel *sure* that they receive the rock-bottom price.

Frequently, an arrangement is entered into at the beginning of a year when a retailer may start out by pay-

Today there are as many answers to

"HOW'S BUSINESS?"

as there are markets

We're telling you? Who knows better than you how erratic . . . and full of contradictions . . . the overall business picture is today . . . up here, down there . . . steady in this market, staggering in this one . . . skidding, slipping, stalling in both industries and markets.

And you know, too, that there's plenty of business to be had if you go after it *selectively*. That's where we really *can* tell you something. . .

"High-Spot Cities," one of our regular first-of-the-month features, gives you a series of *accurate* close-ups of 234 cities . . . by forecasting what the month's retail sales will be in each city, how the city's volume will compare with the same 1939 and 1951 month, and with the national change for 1950-'51.

See Page 88

this issue

We publish two good newspapers
... they are read by everybody
in and around Louisville

We sell advertising space at
reasonable rates.
It produces sales.

The Courier-Journal
THE LOUISVILLE TIMES
Owners and operators of
Station WHAS and Station WHAS TV
364,123 DAILY • 293,426 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM CO.

SAFE WITH *Mayflower*



Safety Conscious MAYFLOWER VAN OPERATORS Mean Safe, Dependable Moves For You!

You're safer with Mayflower on your personnel moves! Mayflower van operators participate in the American Trucking Association's Safety Program, The National Safety Council's Safety Program and the great majority of them are safety award winners. Their records represent millions of miles without chargeable accidents. For each year of accident-free driving, Mayflower, as a part of the program, makes regular cash awards, and in addition, makes special awards for long term records. Regular safety meetings, special safety events, safety slogan contests, and continuous safety bulletins are combined with periodic safety checks on all equipment to keep your employees' goods

—SAFE WITH *Mayflower*

AERO MAYFLOWER TRANSIT COMPANY • Indianapolis



Mayflower's organization of selected warehouse agents provides on-the-spot representation at the most points in the United States and Canada. Your local Mayflower agent is listed in the classified section of your telephone directory.

AERO
Mayflower
NATION-WIDE FURNITURE MOVERS
America's Finest

ing the maximum retail rate or close to it. As the months go by he earns progressively lower rates. He gets a fat rebate by the time the year ends—but does the manufacturer share in that rate reduction?

The manufacturer would *like* to share in the rebate but the answers indicate that relatively few have found any way of getting at the true facts, to say nothing of actually separating the retailer from any of those money savings.

The Effect on National Spending

The question: "If a retailer does an aggressive and sizable job of co-op advertising, what effect, if any, does it have on your *direct* newspaper spending at the national rate in that community?"

No effect, say 86%
Spend less, say 14%
Spend more, say none

Some of the most important results of the survey are brought out in the accompanying charts, and possibly the most significant single finding is that when these national advertisers were given an opportunity to check pro and con statements with which they agreed, 93% checked one or more statements attesting to such *positive* factors as retailer good will—local prestige—and store tie-up.

Only 36% stressed such factors as cost saving or protested against being high-pressured by retailer, or cited headaches brought about by the Robinson-Patman Act or the Price Control Law.

How much money is being invested currently in newspaper co-op plans? Reports from 94 users—and after making a generous allowance for no spendings by non-users—indicate a total representing roughly 25% of the currently estimated \$513 million bill for national (general, oil & gas, automotive) newspaper advertising. It cannot be measured *exactly*, since there are too many "deals," too many cases where line rate paid is anybody's guess. But actual dollars seem less important than another factor.

The findings would seem to indicate that the actual cost saving (if the advertiser does succeed in paying less than the national rate) is nowhere near as important to him as store identification and the pushing of his product by retailers with local prestige and good will. It therefore seems safe to predict that co-operative advertising will continue to grow, regardless of the pain inflicted upon some interested parties.



"Thanks to Stereo-Realist slides, Aladdin salesmen can carry 75 lamps in a 40-ounce kit."

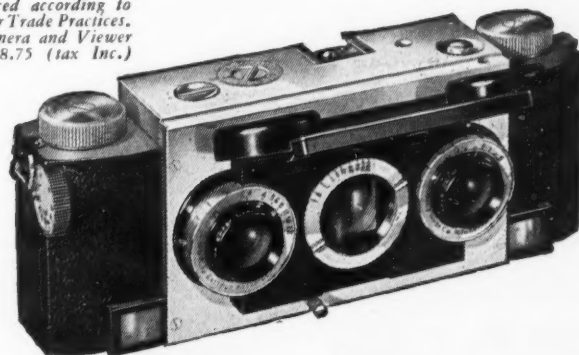
Says C. P. EINWALTER, Sales Manager,
Lamp Division of Aladdin Industries, Inc., Nashville, Tenn.

Priced according to
Fair Trade Practices.
Camera and Viewer
\$178.75 (tax Inc.)

INSTEAD of lugging bulky samples from store to store, salesmen of Aladdin Industries, Inc. carry REALIST slides of the entire lamp line. Sales Manager C. P. Einwaller reports enthusiastic response, both from his salesmen and their customers.

REALIST pictures show products, people, scenes as they really are — in full, natural color and true-to-life three dimensions. REALIST sales kits of products or services in a convenient carrying case and REALIST viewers are "the world's finest visual selling aids."

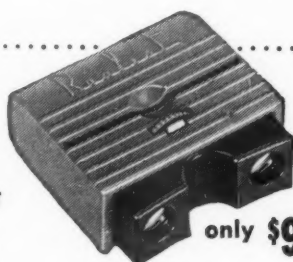
Prove it to yourself. Ask your camera dealer or commercial photographer to show you some REALIST pictures. Or for catalog and full information, write DAVID WHITE COMPANY, 385 W. Court St., Milwaukee 12, Wis.



STEREO Realist

THE CAMERA THAT SEES THE SAME AS YOU

Cameras, Viewers, Projectors, and Accessories are products of the David White Company, Milwaukee 12, Wisconsin.



ST63
REALIST
Handi-
Viewer

only \$950

NEW, LOW-COST REALIST HANDI-VIEWER

Introduction of the REALIST Handi-Viewer means that commercial users of stereo can now effect a considerable saving. Although the price is low, quality is high. The Handi-Viewer has the same fine lens . . . same brilliant illuminating system . . . same picture size as the ST61 REALIST Viewer. Lights up with slight finger pressure on the slide. Focussing knob is centrally located. Convenient, pocket size. Attractively styled and sturdily constructed of heavy-duty plastic.

Will you get
YOUR SHARE
of your industry's volume
IN THE THIRD QUARTER

Of course, your sales planning holds the answer to that question. But the consensus of 300 economists and marketing research men regarding future trends in your industry can assure your plans a realistic base . . . a sure-footed starting point.

To see how these men . . . experts in the Federal Government, U. S. industry, business papers, advertising agencies, statistical services and leading universities . . . rate your industry's future outlook for sales and dollars.

See Page 86

This Issue

... it's New



THE PORTABLE LECTERN

The perfect answer for the exacting speaker. Table model. Folds flat as a book 2½" thick. Dimensions 19" x 13" x 12½" at highest point. Correct size for all needs. Solid mahogany plywood in beautiful, rich finish. Built for heavy duty. Well worth \$29.00 plus postage.

ORAVISUAL CO. INC. 68 Jackson St.
 Stamford, Conn.

Manufacturers & Distributors of the
ALL-PURPOSE, PORTABLE ALUMINUM EASEL
WRITE FOR DESCRIPTIVE CIRCULAR

Tools for Selling



STRIP-DOWN TEST: Remember Army days, when GI gunners were trained to disassemble machine guns while blindfolded? Here the same idea is applied to '52 Westinghouse motor control merchandising program. Instead of .30 caliber piece, Westinghouse Life-Linestarter for electric motors is "object de strip." Procedure: At start of demonstration salesman hands prospect check-chart which makes it easy for customer to follow take-down steps, shows features modern linestarters should have. Salesman dons blindfold, begins seven-step strip-down of linestarter. As he removes each part (coil leads, arc box, contact arm, etc.) blindfolded salesman dramatizes simplicity of design, fewer moving parts, easy maintenance. Meanwhile, prospect pencil-checks these advantages on chart, under columns headed "Westinghouse," "Company A," "Company B," etc. When tabulated, Westinghouse score will show product advantage of 27 points to 14 over nearest competitor. Still unable to see, salesman reassembles Life-Linestarter, demonstrating construction of each part as he goes along. Theme of demonstration, pointed up in advertising, is "Stripped-down for stepped-up design." Ads ask reader to write for demonstration.



TIME SHAVER: When retailers or distributors ask questions about promotion aids behind the Schick "20" electric shaver, Schick's salesmen won't fumble for words—they'll set up the answers on an easel. This leather case displays the razor itself, as well as all advertising and sales promotion materials. The right half, open, shows Schick "20" on a "stage" of velvet. In hinged binding, left, is the full campaign of Schick four-color pages ready for national magazines. Behind this is a mat book for newspaper advertising, samples of counter cards, mailing pieces available for dealers, counter displays and pictures of traveling store displays.

FABULOUS!

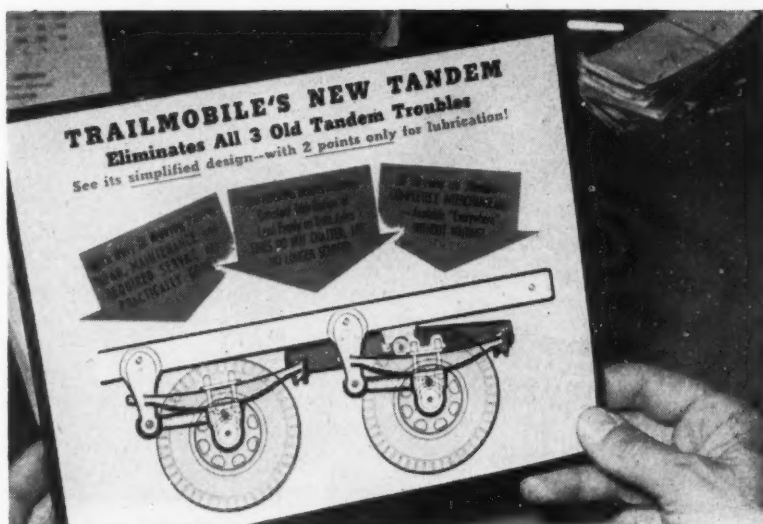


**Only 5 cities in the
United States have
Sunday newspapers with
circulations larger than
MINNEAPOLIS SUNDAY
TRIBUNE
620,000
in the Upper Midwest!**

Coming . . .

**Hit of the Year:
Cigar in the Glass Tube**

The tobacco industry needed
a new promotional idea . . .
Kimble Glass had it . . . and
when they got together in
1951 they made history.



WORKING MODEL: Like salesmen for locomotives, lighthouses and suspension bridges, representatives for commercial truck-trailers cannot carry full-size samples with them. What it takes is a miniature working model, like the cardboard-plastic rigging above, which has wheels that can be moved up and down to show how Trailmobile Inc. tandem axle suspension absorbs shock of rough roads. By moving one or the other plastic wheels, Trailmobile salesmen can show how rocker beams between two axle suspensions keep loads equally distributed on both axles of the tandem suspension when truck travels on uneven roads, or when brakes are applied. Thus rocker-beam action can be illustrated graphically; in addition, demonstrator enables salesman to show other product values—low maintenance costs, interchangeable parts, easy lubrication, simplicity of the tandem axle construction. Designed by R. P. Kramer, Trailmobile Inc.; developed in plastic by Whitehead & Hoag, Newark, N. J.



SALESMAN'S COMPANION: Swank, men's jewelry, makes it easy for its salesmen to present the advertising and sales promotion story in jig time. It's done with this portfolio which is placed on prospect's desk. Salesman pulls out an accordion fold which shows all of Swank's consumer advertising for the season. Pockets on each portfolio cover contain newspaper mat books for the season's line, dealer advertising, sales tie-in promotion booklets and a set of laminated counter cards showing each available advertisement. Portfolio designed and made by Brewer-Cantelmo Co., Inc., 116 E. 27th St., New York City.

Mark your product



for more sales
- with a
METAL NAME PLATE

by



Spotlight your product with a sparkling metal name plate. We gladly cooperate with sales and advertising executives to create standout identification which reflects your product's quality . . . marks it for more sales. Send a rough sketch or blue print for design suggestion and quotation. Let us help you improve your product identification. Write now for detailed information.

CHICAGO THRIFT-ETCHING CORPORATION

1555 N. Sheffield Ave., Chicago 22, Ill., Dept. J
Subsidiary of Dodge Manufacturing Corporation, Mishawaka, Indiana

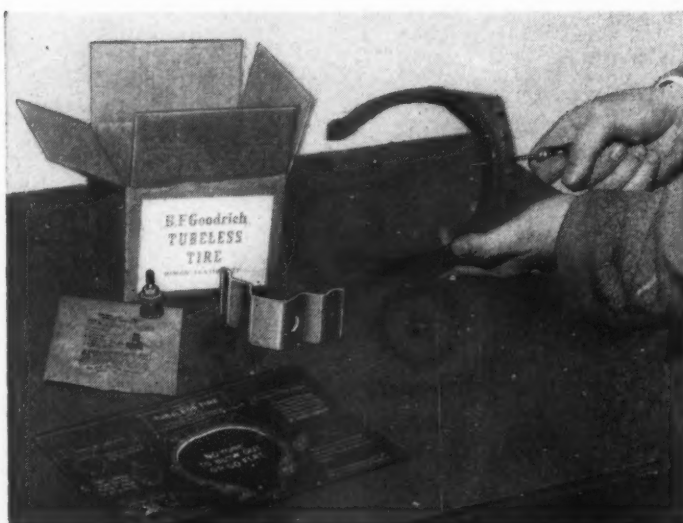
**"DEESEA" JONES
JONES MFG. CO.**

You just can't get away from Industrial Maintenance pulling power. Dips down deep into America's vast industrial market. Shows your wares to 80,000 plant operating readers monthly. Gets you orders where others don't reach.

Signed
INDUSTRIAL MAINTENANCE
Phila., Pa.

**"INDUSTRIAL MAINTENANCE"
GETS RESULTS!**

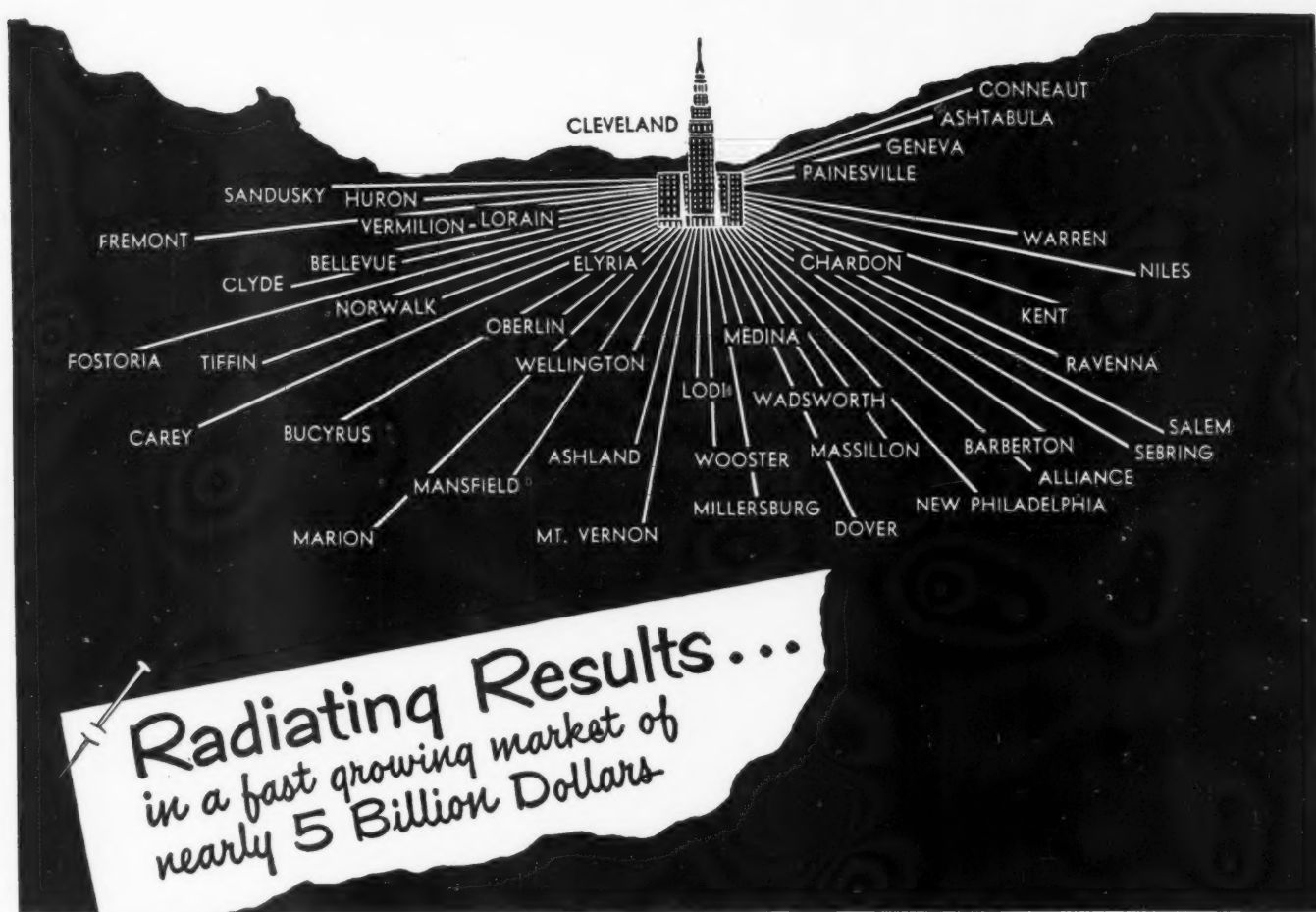
Tools for Selling (cont.)



CONVINCER: Without putting the tire on a wheel, without moving away from the dealer's counter, customers can see and even feel just how the new B. F. Goodrich Life-Saver tubeless tire works. It's done with a cross-section of the tire, a piece of the rim and an ice pick from the Goodrich dealer's demonstration kit. By running his hand over the new tread, customer can feel the thousands of blocks of rubber which "grip the road like tiny fingers." He's even invited to stick a penny between two of the fingers. Also, he can see how the tire's concentric ridges grip the rim for an airtight seal. When the customer punctures the tire cross-section, he can watch rubber on the inside of tire cling to ice pick without letting air escape. And as he withdraws the pick, he sees the rubber close the puncture. To demonstrate tire's easy installation, customer is invited to fasten a tubeless tire valve on the rim section. Kit holds simplified give-away blueprints for those further interested in tire's construction. If all this doesn't sell the tire, customer will at least remember Goodrich when he makes decision to tire up. Kit developed in Goodrich laboratories.

TWO IN ONE: Once upon a time The International Silver Co. was faced with the problem of presenting, to its customers, two new sterling flatware patterns — Blossom Time and Brocade. But road experience had shown that you cannot sell one pattern if the other is in full view. So, two different presentations were drawn up which could be shown separately, but held in one carrying case. At right is the two-pattern display case which solved the problem for International. The Brocade pattern, which is displayed in upper part of case, has a background of brocaded cloth; the Blossom Time pattern is in lower lip of case, shown with "youthful" background material. In the center, when both sections are closed, is a partition holding salesman's workbook and portfolio. What could be more practical? Case by Brewer-Cantelmo Co., Inc., 116 E. 27th St., New York City.





...the Cleveland Plain Dealer

The effective pattern of the PD's coverage can well shed sunny rays on your sales picture. For not only is the PD a family word in Greater Cleveland homes...it's a potent pull in 26 adjacent counties as well.

All told an area that is fast climbing toward a buying income of five billion dollars! You belong here...in Cleveland...telling your story extensively, economically in the Plain Dealer.

The Plain Dealer's Market Survey Department can assist you in checking your merchandising coverage with current market data for Cleveland. Write for information.



	(Cleveland) Cuyahoga Cy.	26 Adjacent County Area*
Total Retail Sales	\$1,733,424,000	\$1,327,825,000
Food Sales	458,874,000	333,266,000
Gen. Merchandise Sales	263,872,000	108,266,000
Drug Sales	56,838,000	32,877,000
Furn., Hsld., Radio Sales	85,680,000	59,480,000
Eff. Buying Income	2,725,572,000	2,064,059,000

*Akron, Canton, Youngstown not included.

Figures—Sales Management Survey, May, 1952

CLEVELAND PLAIN DEALER

Cleveland's Home Newspaper

Cresmer & Woodward, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles, Atlanta

JULY 1, 1952

Advertising

ADVERTISEMENT—This entire page is a paid advertisement. Prepared by U. S. Industrial Chemicals Co.

U.S.I. CHEMICAL NEWS

November * A Series for Chemists and Executives of the Solvents and Chemical Consuming Industries * 1951

Amyl Alcohol with High Optical Rotation Now Available from U.S.I.

For those applications requiring a material with a higher optical rotation than U.S.I.'s refined grade of amyl alcohol, U.S.I. announces the availability of a high rotation amyl alcohol having a minimum specific rotation of +2 degrees. U.S.I.'s exacting standards of manufacture assure users of this alcohol a dependable source of high purity product.

Acidity:—no free acid as acetic, not more than 0.01%.

Color:—Water-white.

Distillation Range (A.S.T.M.):
Below 128° C. None
Above 128° C. None

U.S.I. Special Resins Ease Raw Material Shortages For Coatings Manufacturers

Replacements Are Available for Phthalic Alkyds, Modified Maleics, Modified Phenolics, Other Resins

Profiting from experience gained in coping with raw material shortages during World War II, U.S.I. has developed a group of new special resins for various classes of trade sales and industrial finishes in anticipation of possible shortages in materials rated critical. Drawing from their vast

Cut Water Analysis Time With New Bacteria Filter

Exceptional accuracy and marked savings in time, labor, space, and equipment are claimed for a new method of identifying and counting bacterial colonies in water sanitation studies. Technique involves use of new-type membrane filter discs, approximately 0.1 mm. thick, of nitrocellulose and other materials, and pores, regularly spaced in the discs, fused in size during formation of the filter. Discs are used in a water filter up to 100



THIS AD INSERT . . . and another similar in format, published in seven business papers, bring 500 requests monthly from prospects for bulletins and requests for salesmen to call. A sales vice-president explains why . . .

Industrial's Advertising Theme Is Smash Hit for 20 Years

If your firm manufactures basic raw materials you have this problem: Because your product loses its identity by the time the end product gets to market, how can you utilize advertising to report company product developments to your customers and prospects—and how can you advertise to sell?

Last month U. S. Industrial Chemicals Co. celebrated the 20th anniversary of its "U.S.I. Chemical News," which carries newspaper-style reports on research developments and new products for the entire industrial-chemical field. Lee A. Keane, vice-president in charge of sales, USI,* feels his company need look no further for an approach to industrial advertising.

He reports that the two-page editorial format, an insertion carried in seven business monthlies (circ. 180,-

000), "is and always has been the backbone of USI's advertising program." Says he: "The format hasn't changed a whit in 20 years—we've used it continuously; in terms of payoff, it's the best advertising investment we've made."

Physically, the insert carries about 12 stories covering a diversity of technical news; about 10 of these stories concern new products, research and progress of competitive companies. The "lead" story, however, always comes from USI's own plant; says Mr. Keane: "We are just selfish enough to feel we deserve that much attention."

And USI gets attention. A few years ago USI's lead story announced a new food and drug supplement called Methionine. This was USI's way of introducing the product, trade-wise. After that single insertion, 232 "high caliber" requests for samples and calls for USI representa-

tives were received. "As a direct result of these inquiries on the initial insertion," Mr. Keane states, "USI grossed \$145,000 worth of business on Methionine." Salesmen were kept busy.

The insert carries a special department called "Technical Developments," a capsulated summary of a dozen or so new products. Under this a sub-heading reads: "Information about manufacturers of these items may be obtained by writing U.S.I." All news stories, in fact, are "blind"—the reader must write to USI for additional information, and USI's advertising agency, G. M. Basford, New York, refers these inquiries to the company in question.

Besides carrying out the service function, which builds good will throughout the industry (and pin-points leads), the monthly report also:

- Is used as a mailing piece to 12,000 salesmen, corporation officials and allied-field prospects on USI's mailing list;
- pulls a high volume of qualified leads . . . 6,301 last year, 500 a month, many from foreign lands;
- can't be missed . . . it's been printed in blue ink on blue stock for 20 years;
- is used by USI salesmen as a selling aid . . . most prospects are familiar with the insert and recognize it as an industry service;
- is editorially flexible because of its newspaper format.

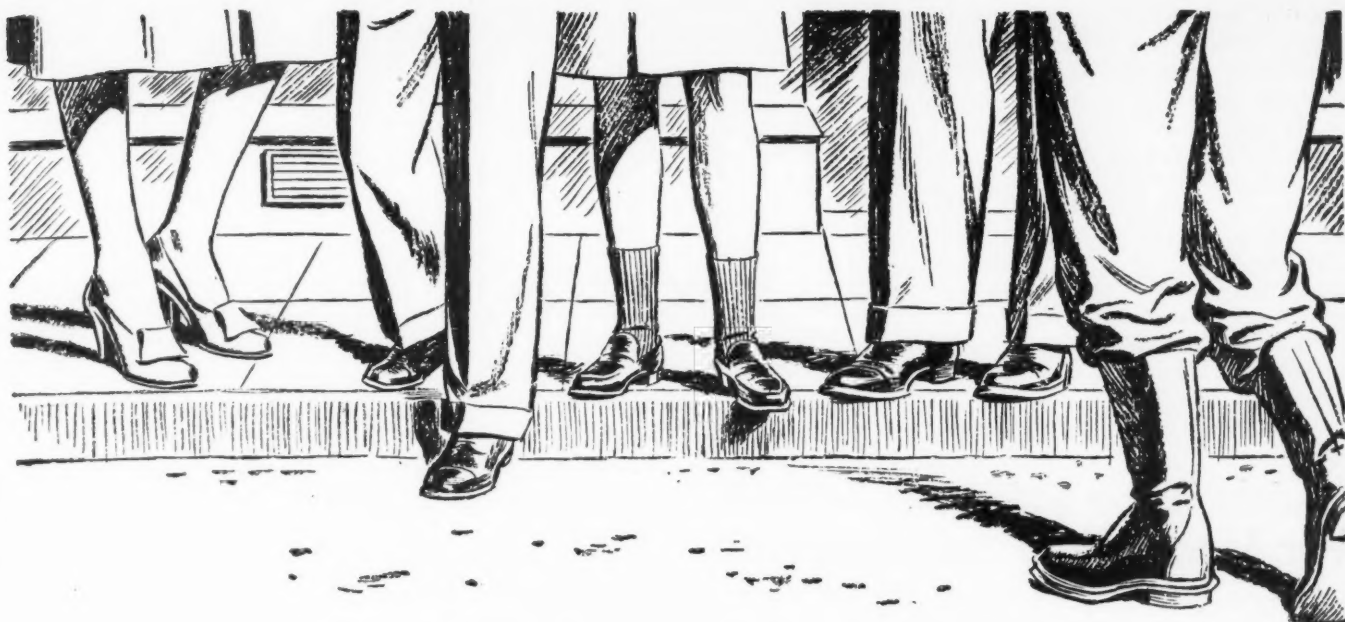
Requests for information which stem from the insert's news stories are, Mr. Keane feels, all the better for measuring, accurately, the advertisement's power. "How many forms of advertising," he asks, "can you thus measure?"

As a mailing piece the two-page insert is simply folded twice, making four pages, and a USI house ad is thrown in on the back page.

Where do news tips come from? USI product managers, research staffers and the G. M. Basford agency screen dozens of technical publications, pull out what they feel is of interest, throw the gleanings into an editorial hopper. But other ideas come in from USI sales divisions and even USI customers.

USI's chemicals, of course, show up in all types of industrials—food and drug supplements, insecticides, ethers, anti-freeze, resins, alcohols. And with these non-identifiable products, Mr. Keane believes, "the conventional ad simply would not serve our purposes; however, with the 'news' insert, which allows for comment on the industry's point of view, for marketing information and all the other trade developments—includ-

*Now a division of National Distillers Products Corp., New York.



"...On the feet of Individuals."

Society advances on the feet of individuals. We Americans live under the highest standard ever achieved because we believe in and are permitted currently to practice three of the cardinal principles of progress—Invention, Research and **COMPETITION**.

Nineteen basic inventions influence our pattern of life today. Each one was created to satisfy a fundamental need for improvement—a modern means of competing as against outmoded procedure. Each one, such as the electric light, the telegraph, the amplifying tube, the induction motor, created a new industry in which numerous companies strove in free competition for the maximum share of business.

For example, since Thomas Edison invented the incandescent filament lamp in 1880, the electric light industry has grown to an annual volume of \$501,500,000 in light bulbs alone; in May, 1906 the Wright Brothers received the patent for their flying machine; the value of aviation manufactures in 1951 in the United States alone was estimated at \$3,350,000,000 and in February, 1952, records show a \$10½ billion backlog of orders.

More rapid still is the growth of the radio-television industry which today produces some \$230 million worth of home radio sets and \$1,570,800,000 in television sets. In every case, employment and sales volume grew enormously and the public enjoyed huge personal benefits.

Side by side with Invention came Research, exemplified by the competition of intelligent men questing for new materials, new methods, new processes, new scientific truths. Current advertisements tell of hundred-year tests to assure bet-

ter materials for the future, technology that produces metals to withstand almost inconceivable heat, machines calculating 20,000 times faster than the mind of man, medicines that cure "incurable" diseases, food processes that cook, sterilize and pack hundreds of cans a minute. And in every case, the public enjoys huge personal benefits.

This is what James A. Decker undoubtedly had in mind when he wrote the line, "Society advances on the feet of individuals." These "individuals" are you and I, all our countrymen, benefiting every day from Invention, Research—and from **COMPETITION**.

Developing inventions, marketing products, and pursuing scientific research require substantial investments. A grave danger to their future now looms. In 1951, corporation net profits suffered a loss of 21% over the previous year. The reason—taxes too high, government controls and policies that interfere too greatly with private industry. If this continues, financial resources will dwindle, competition will be stifled.

Without free competition, American progress stops. No country can long exist when its government calls all the shots. We need competition to assure progress for people.

★ ★ ★

This report on PROGRESS-FOR-PEOPLE is published by this magazine in cooperation with National Business Publications, Inc., as a public service. This material, including illustrations, may be used, with or without credit, in plant city advertisements, employee publications, house organs, speeches, or in any other manner.

ing our 'personal' stories—we can do a good selling job. Why? Because the readers' natural and professional curiosity draws them to the copy."

He points out that USI salesmen often find it beneficial, in discussing a product with a customer or prospect, to open the "U.S.I. Chemical News" and show the prospect a significant story angle on the product—instead of "just another pretty advertisement with a cute headline."

"I hope I'll have the same report to make," Mr. Keane stated, "20 years from now."

Quick to be Sales Aid For Men's-Wear Advertisers

"Your most important job," wrote Lionel B. Moses in 'Adventures in Merchandising,' "is to give your dealer a plan, designed for him, to merchandise advertising power." The November 24th issue of *Quick* will offer men's wear advertisers a chance to do what Mr. Moses suggests—to use advertising as a selling tool all the way from the printed page to the dealer and his customer.

As a result of an idea by *Quick's* promotion manager, Joel Harnett, the magazine will:

- Give its November and December advertisers in the men's wear field the opportunity to take spreads in this special edition, one page reproducing their advertisement and the other page used to tell men's wear sales personnel how to sell the product;
- Offer a four-page insert headed "Sales Aids for Christmas."

This issue will be exactly the same as the November 24th issue going to subscribers and newsstands, with the addition of the sales-aid insert and the advertising messages from *Quick* advertisers participating in the promotion. Right-hand pages of the spread will carry a reproduction of the advertiser's Christmas ad in the magazine; left-hand pages will list tips on how men's wear salesmen can increase sales of the advertiser's product.

"Tips" are being supplied by advertisers involved; *Quick* is now in the process of asking retailers what their major point-of-purchase problems are, so that the tips will answer questions for both inexperienced, temporary employees hired to handle the Christmas rush, and experienced sales personnel.

The sales-aid insert will cover: (1) typical customer complaints at Christmas time; (2) helpful gift suggestions; (3) how to use psychol-

*Hark the herald Angels sing,
Beecham's Pills are just the thing.
Peace on earth and mercy mild,
Two for a man, and one for a child.*

... That's what we'll be singing some Christmas morning, observed a conservative Britisher last month when he heard Parliament had ok'd commercial TV and that it would soon penetrate the Isles.

ogy to combat shoppers' confusion.

Quick is writing to men's wear stores (specialty shops and department stores) asking owners if they would be interested in having their salesmen receive this special issue. To date more than 400 favorable responses have been recorded; the salesmen involved now total 5,000.

Stores asking for the selling-aid issue include Wallach's; De Pinna's, New York; Rich's, Atlanta; The Hecht Co., Washington, D. C.; Thalheimer's, Richmond; Lit Bros., Philadelphia; G. Fox & Co., Hartford.

Ten-thousand copies of the issue will be sent, free of charge, to these stores and others that tie in later.

Country Gentleman Gets New Size, Face-Lifting

With its February, 1953 issue, *Country Gentleman* will be published in a new format with a page size of 429 lines—7" x 10"—the same size as SALES MANAGEMENT.

Why the smaller size? Says Editor Robert H. Reed: "It's all a part of a comprehensive editorial program to design more compact, easier-to-read layouts. Farm news is moving faster these days, and in covering national farm news we have to take smaller editorial bites, be more compact in our reporting—if for no other reason than to simplify the pages."

He points out other standard-size benefits: It will mean less paper, ink and transportation costs, for one thing, and with the 30% hike in postal rates, the new size will result in weight reduction and a substantial savings in mailings. *C-G* goes almost 100% through the mails to its rural subscribers.

Another significant change in the

C-G operation will go into effect in February: Four regional inserts (not editions) will be published—each to cover spot news occurring in these regions. New, double-X presses being put to work for *C-G* will provide fast production; a news manuscript can be on the editor's desk on Monday and in the subscriber's mail box on Saturday, Editor Reed says.

Changes in subject matter have been under way for several months, Mr. Reed states. He cites as one example the launching in the March, 1952, issue of *Country Living*, a complete magazine-within-a-magazine, geared to appeal to the entire family (SALES MANAGEMENT, 'Advertising,' March 15). Editor Reed is careful to emphasize that the magazine's national viewpoint will not be altered.

Editor Reed points out that the drop from a 680-line size to standard page size will be of special significance to advertisers. With the remodeling, plate sizes will, of course, be smaller and less expensive and, more important, the advertising rate schedule will be altered to fit the new format.

27-Year Silence Broken; Electrolux to Advertise

Electrolux Corp. hasn't bought a line of advertising in its 27-year history, yet the company's 10,000 door-to-door salesmen have managed to sell about 50% of the vacuum cleaners in this country. Now the company has a new baby, and beginning "sometime in the fall," Electrolux will break tradition, start its first national advertising campaign.

The "baby," according to M. Manley, assistant to Electrolux President Walter Dietz, "is a cleaner you never have to empty—it's a super-duper."

Presumably, the company wants to pre-sell housewives on the new Model 60, and feels that a nationally circulated message will help speed up this revelation to housewives, get them in an Electrolux mood before salesmen ring the doorbells. There'll have to be some price softening-up, too: The company's current machine retails at \$77.50; the new model's retail price is \$114.20.

Electrolux hopes its national advertising gambit will stimulate two long-planned goals, other than immediate acceptance of the new sweeper: (1) a gradual increase in number of retail outlets, and (2) more door-to-door salesmen.

After screening 60 advertising agencies, Electrolux thinned the ranks down to six, finally decided Batten, Barton, Durstine & Osborn, Inc., could do the new-machine story.

A NEW TROUBLE-SHOOTING MARKET RESEARCH SERVICE

DO YOU NEED:

- (1) Information on statistical source material, public and private?
- (2) Informed guidance through the maze of government statistics?
- (3) Back data on economic trends for specific markets?
- (4) Help in setting sales quotas?
- (5) To know the location of good markets (and bad)?
- (6) To know the current volume of business in your industry?

RECENT SPECIAL STUDIES:

- 1—Analyzing the Impact of Television on Motion Picture Admissions by Areas.
- 2—Forecasting Residential Construction Activity by Areas, 1950-60.
- 3—Calculation of Value Added in 1951 in 20 Industrial Classifications, by Counties.
- 4—Analysis of Boom Areas in 1951.

NOW AVAILABLE!

Tabulations For Your Sales Areas of Market Data From the New

SALES MANAGEMENT

1952 Survey of Buying Power

**FOR THE REALLY TOUGH CONSUMER AND INDUSTRIAL MARKETING
PROBLEMS**

Consult

MARKET STATISTICS, INC.

headed by Dr. Jay M. Gould, Research Director of the Sales Management

SURVEY OF BUYING POWER

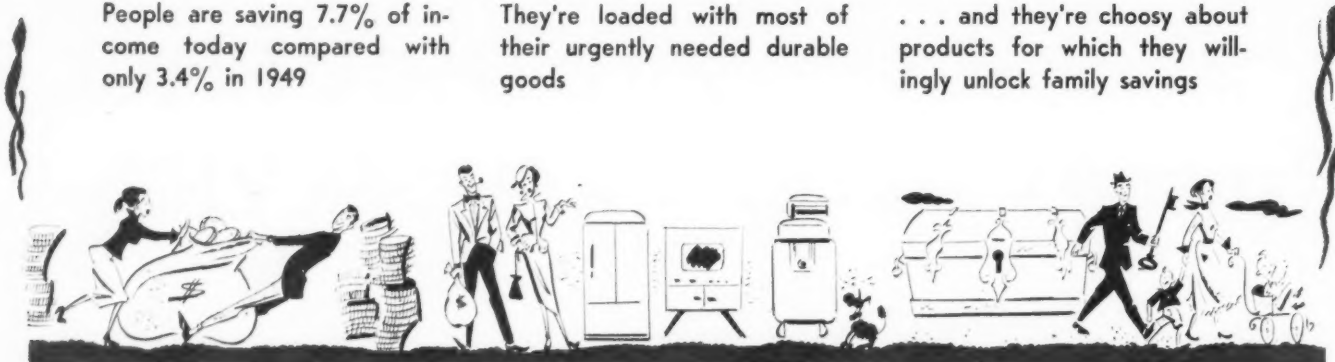
AT 432 FOURTH AVE., N. Y. 16, MU 4-3559

Third Quarter Sales Tougher Because...

People are saving 7.7% of income today compared with only 3.4% in 1949

They're loaded with most of their urgently needed durable goods

... and they're choosy about products for which they willingly unlock family savings



But Purchases Could Be Upped By...

More sales calls to tap \$550 billions in liquid assets—4 times 1951's retail sales

More reasons why purchases today will satisfy both needs and wants

More quality in current output ... more attractive prices... better values



Is Selling Geared for the Job?

Sales, not production, will be the big problem in many lines in the third quarter.

We now find that we can achieve a guns *and* butter economy. U. S. industry has invested more than \$125 billions in new plant and equipment since the close of World War II. We have the capacity to make, but now the question is: do we have the facilities to sell our enormously increased output?

The only way in which retail trade can improve upon last year's showing is by strongly increasing selling and promotion efforts. That is the majority view of the Board of Analysts of Future Sales Ratings, the 300-man board of authorities in Government and business who forecast the relative sales outlooks for the 100-plus industries listed on the opposite page.

What's behind the feeling of the

board that retail sales in the third quarter of 1952 may not exceed third quarter sales in 1951? To the board they are: consumer lethargy brought on by declining war fears, and greater availability of raw materials.

Despite the past tight credit regulations, consumer credit outstanding remains virtually at its all-time high. As of April 30, the latest date for which figures are available, the total consumer credit out was \$19,771,000,000, and that is up \$645,000,000 over that of the preceding year.

Savings are up, too. The flight has not been *from* the dollar, but into it. The annual rate of savings now is \$17,500,000,000 compared with \$6,300,000,000 in the comparatively deflationary year of 1949.

The public's record-breaking liquid assets of \$550 billions are made up as follows: \$135 billions in money—in

currency and bank deposits, and approximately \$300 billions are in securities—stocks and bonds. The remaining \$115 billions are in pension and insurance reserves, and in savings and loan deposits.

Meanwhile, the level of personal income is running close to a record rate, now totaling about \$258 billions annually, compared with \$246 billions at this time last year.

Which industries will secure a larger share of the going sales dollars? The Future Sales Ratings tables (see opposite page) show how prospects vary. Two types of ratings are presented: the Size Rating and the Sales Prospect Rating. (Keys for these ratings are given at the top of the table.) To obtain the dollar significance of the ratings, therefore, these two ratings must be studied in conjunction with one another.

FUTURE SALES RATINGS

as of July 1, 1952

Key to Relative Size Ratings

(by industry sales volume)

- A—Ten Billion Dollars and Over
- B—Seven Billion to Ten Billion Dollars
- C—Four Billion to Seven Billion Dollars
- D—Two Billion to Four Billion Dollars
- E—One Billion to Two Billion Dollars
- F—One-Half Billion to One Billion Dollars
- G—Under a Half-Billion Dollars

Key to Sales Prospect Ratings

(All ratings are relative to the median (★★★), which indicates approximately no change in relation to the corresponding period of the preceding year.)

- ★★★★★—Best Relative Outlook
- ★★★★—Very Good Relative Outlook
- ★★★—Good (Medium) Relative Outlook
- ★★—Fair Relative Outlook
- ★—Least Impressive Relative Outlook

	Relative Size Rating (See Above Key)	Sales Prospect Rating for 3rd Qtr. (See Above Key)	Sales Prospect Rating for Next 12 Mos. (See Above Key)		Relative Size Rating (See Above Key)	Sales Prospect Rating for 3rd Qtr. (See Above Key)	Sales Prospect Rating for Next 12 Mos. (See Above Key)
Advertising	D	★★★★★	★★★★★	Luggage	G	★	★★
Air Conditioning	F	★★★	★★★	Machine Tools	G	★★★★★	★★★★★
Air Transportation	F	★★★★★	★★★★★	Machinery (Agric.)	E	★★★★★	★★★★★
Aircraft Sales	C	★★★★★	★★★★★	Machinery (Ind'l.)	B	★★★★	★★★★
Auto Sales (New)	A	★★	★★★	Materials Handling	A	★★★★★	★★★★★
Auto Sales (Used)	E	★	★★★	Meats	C	★★★	★★★
Auto Tires	E	★★	★★★	Medical Care	C	★★★★	★★★★
Baking	D	★★★★	★★★★	Metal Containers	F	★	★★
Banks (Revenue)	E	★	★★	Metals (Non-Ferrous)	C	★★★★★	★★★★★
Beer	C	★★★	★★	Motion Pictures	E	★	★
Building (Heavy)	B	★★★★★	★★★★★	Musical Instruments	E	★	★★
Building (Residential)	C	★★★★	★★★	Office Equipment	F	★★★★★	★★★★★
Candy & Chewing Gum	E	★★★	★★★★	Oil Burners	E	★★★★★	★★★★★
Canned Fruits & Veg.	E	★★★★	★★★	Oil (Cooking)	G	★★	★★★
Cereals	G	★★★	★★★	Oil Equipment	D	★★★★★	★★★★★
Chemicals	A	★★★★★	★★★★★	Packaging & Containers	E	★★★	★★★
Cigarettes	D	★★★	★★★★	Paint	E	★★★	★★★★
Cigars	G	★★★	★★★	Paper & Products	C	★★★	★★
Clothing (Men's, Women's & Children's)	A	★★★★	★★★★	Personal Care	D	★★★	★★★★
Coal (Anthracite)	F	★★★	★★★★	Photographic Supplies	G	★★★★	★★★★
Coal (Bituminous)	D	★★★	★★★	Physicians & Dentists	D	★★★★	★★★★
Coin Machine Sales	D	★★★★★	★★★★★	Plastics	F	★★★★	★★★
Commercial Printing	E	★★★	★★★	Plumbing & Heating	D	★★★★★	★★★★★
Cosmetics	F	★★★	★★★★	Printing & Publishing Equip.	F	★	★
Cotton Textiles	D	★★★★	★★★★	Radios	F	★	★
Dairy Products	D	★★★★	★★★★	Railroad Equipment	D	★★★	★★★
Department Stores	A	★★★	★★★★	Railroads	B	★★★★★	★★★★★
Diesel Engines	G	★★★★★	★★★★★	Refrigerators	E	★★	★★★
Dinnerware	E	★★	★	Restaurants & Bars	A	★★	★★★
Drugs & Medicines	D	★★★	★★★★	Rubber Products	D	★★★	★★★
Dry Cleaning	F	★★★★★	★★★★★	Security Financing	F	★★★★★	★★★★
Education	F	★	★	Shipbuilding	F	★★★★★	★★★
Electrical Equipment (Heavy)	C	★★★★★	★★★★	Shoes	D	★★★★	★★★★
Electrical Equipment (Light)	G	★★	★★★	Silk Textiles	G	★	★
Exports	A	★★★★	★★	Soap	E	★★★	★★★★
Farming	A	★★★★	★★★★	Soft Drinks	F	★★	★★★
Flour	D	★★★	★★★	Sports & Sporting Goods	C	★★	★★★
Food Processing	A	★★★★	★★★★	Steel & Iron	A	★★★★	★★★★
Furs	G	★	★	Sugar	E	★★★★	★★★★
Gasoline & Oil	C	★★★★	★★★★	Surgical Equipment	G	★★★★	★★★
Glass & Materials	E	★★★★	★★★★★	Synthetic Textiles (Rayon, Nylon, etc.)	E	★★★★★	★★★★★
Government Procurement	A	★★★★★	★★★★★	Television	G	★★	★★★★
Groceries	A	★★★★	★★★★	Toothpaste & Mouthwashes	G	★★★	★★★★
Hardware	D	★★★★★	★★★★★	Toys & Games	G	★★	★★★★
Hotels	D	★★★	★★★	Trailers (Auto)	G	★	★★
House Furnishings, Floor Coverings, Furniture, etc.	C	★★★	★★★★	Travel & Vacations	A	★★★★	★★★★
Household Products (Misc.)	C	★★★	★★★★★	Travel Overseas	D	★★★★★	★★★★★
Imports	C	★★★★★	★★★★★	Trucks	D	★★	★★★
Instalment Financing	C	★★★	★★★★	Utilities (Electric)	C	★★★★	★★★★
Insurance	E	★★★★	★★★★	Utilities (Gas)	E	★★★★	★★★★★
Jewelry & Watches	F	★★★★★	★★★★★	Utilities (Telegraph)	G	★★	★★★
Laundries	F	★★★★	★★★★	Utilities (Telephone)	D	★★★	★★★★
Liquor (Alcoholic)	C	★	★★★	Vacuum Cleaners	G	★	★★★
				Washers (Household)	F	★★	★★★★

Note: Future Sales Ratings are specially copyrighted by SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

High Spot Cities

Retail Trade Forecast for July, 1952

Retail sales in July will probably total \$12.2 billion, representing a gain of 6% over last July. Reflecting in part an additional selling day this July over last, the gain nevertheless suggests that retailers are maintaining their relative position, and may even improve it somewhat over the summer months.

Many readers have recently inquired about the accuracy of these forecasted percentages of change in retail sales, since they have been fluctuating very widely in the past year. About ten weeks after publication here, the Department of Commerce publishes the official estimate of monthly retail sales, offering a check on our forecasts, as follows:

	% change in Retail Sales (This month over same month last year)	
	Forecast	Actual
April 1951	+5	+5
May 1951	+4	+7
June 1951	+6	+3
July 1951	-5	-8
August 1951	-3	-4
September 1951	+5	-3
October 1951	+4	+7
November 1951	+4	+7
December 1951	+6	-1
January 1952	-7	-7
February 1952	-4	0
March 1952	-4	-6
April 1952	+7	+6 (preliminary)

It will be seen that in only three months did we fail to forecast the correct *direction* of movement, an im-

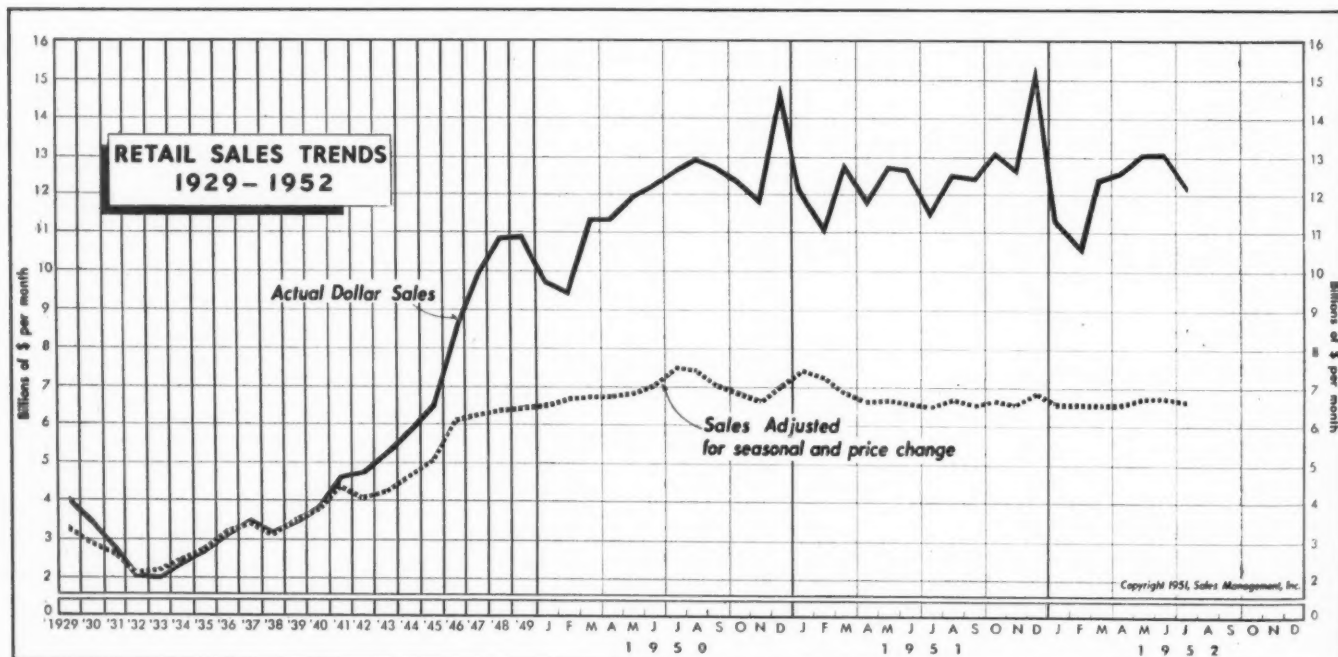
portant factor in a transitional period plagued by many uncertainties in the retailing picture. For the period as a whole, the margin of error is seen to be quite small. Nevertheless, it must be observed that our estimates are forecasts; those requiring a higher order of accuracy must turn to the *Survey of Buying Power*.

Among those states reporting better-than-average performances for this July (as opposed to July of 1951) are: Arizona, Connecticut, Florida, Georgia, Kansas, New York, Ohio, Virginia, and Wyoming.

The leading cities, those with city-national indexes well above average, are: Paducah, Ky. 137.5; Casper, Wyo. 117.9; Elmira, New York 117.5; Lansing, Mich. 116.3; Tucson, Ariz. 113.6; Wichita, Kans. 113.3; Newport News, Va. 113.3; Bethlehem, Pa. 112.8; Columbia, S. C. 112.2; Hartford, Conn. 111.1; Augusta, Ga. 110.5; Wichita Falls, Tex. 110.3; Bridgeport, Conn. 110.2; Tulsa, Okla. 110.1; Norfolk, Va. 109.9; Bartlesville, Okla. 109.8; Ventura, Cal. 109.5; Corpus Christi, Tex. 109.0; Muskegon, Mich. 108.8; Riverside, Cal. 108.7; Amarillo, Tex. 108.3; Harrisburg, Pa. 108.0.

★

Sales Management's Research Department, with the aid of Market Statistics, Inc., maintains running charts on the business progress of more than 200 of the leading market centers of the country. *Monthly* data which are used in the



Retail sales in July will total \$12.2 billion, but when adjusted for seasonal influences and price change the volume of sales in terms of 1935-1939 dollars amounts to \$6.6 billion. While the dollar

volume represents a 6% gain over last July, and the physical volume of sales is beginning to turn up again, unit volume is still below the peak levels of last year.

measuring include bank debits, sales tax collections, Department of Commerce surveys of independent store sales, Federal Reserve Bank reports on department store sales.

The retail sales estimates presented herewith cover the expected dollar figure for all retail activity as defined by the Bureau of the Census. The figures are directly comparable with similar annual estimates of retail sales as published in SM's *Survey of Buying Power*.

Three Index Figures Are Given the first being "City Index—1952 vs. 1939." This figure ties back directly to the official 1939 Census and is valuable for gauging the long-term change in a market. It is expressed as a *ratio*. A figure of 400.0, for example, means that total retail sales in the city for the month will show a gain of 300% over the same 1939 month. . . . In Canada the year of comparison is 1941, the most recent year of official sales Census results.

The second figure, "City Index, 1952 over 1951," is similar to the first except that last year is the base year. For short-term studies it is more realistic than the first, and the two together give a well-rounded picture of how the city has grown since the last Census year and how business is today as compared with last year.

The third column, "City-National Index, 1952 over 1951" relates the city's change to the total probable national change for the same period. A city may have this month a sizable gain over the same month last year, but the rate of gain may be less—or more than that of the nation. All figures in this column above 100 indicate cities where the change is more favorable than that for the U.S.A. The City-National Index is derived by dividing the index figure of the city by that of the Nation.

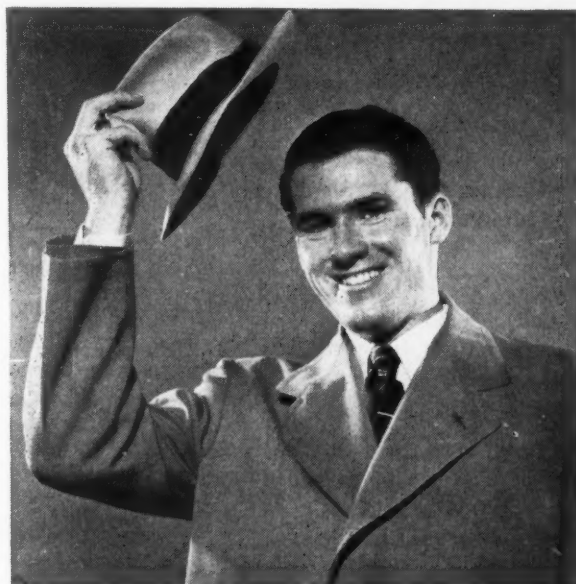
The Dollar Figure, "\$ Millions," gives the total amount of retail sales for the projected month. Like all estimates of what is likely to happen in the future, both the dollar figure and the resultant index figures can, at best, be only good approximations, since they are necessarily *projections* of existing trends. Allowance is made in the dollar estimates for the expected seasonal trend, and cyclical movement.

The index and dollar figures, studied together will provide valuable information on both rate of growth and actual size of a city market.

These exclusive estimates are fully protected by copyright. They must not be reproduced in printed form, in whole or in part, without written permission from SALES MANAGEMENT, INC.

Suggested Uses for This Data include (a) special advertising and promotion

... for full population, sales and income data on these cities see the May 10 SALES MANAGEMENT Survey of Buying Power



HATS OFF TO YOUR BASIC MEDIUM

Of all media the Localnews daily is your best way of getting into the home day after day. That's because it brings the latest local news in all its detail and color . . . and keeps it alive to be read in full at any hour of the day by any and all members of the family.

It's your best way to sell these local-minded families because it carries the most compelling news in the world about *me*, *my* friends, the activities that make up *my* daily life.

That's why the Localnews daily is the basic advertising medium. That's why no other medium can get that close to the consumer's real interests . . . can give your advertising that depth of penetration . . . day after day.

"LOCALNEWS DAILIES—basic advertising medium"

The Julius Mathews Special Agency, Inc.

NEWSPAPER REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • BOSTON
PHILADELPHIA • PITTSBURGH • SYRACUSE

ONE OF NEW ENGLAND'S BEST

Blueprint for Effective Drug Advertising

Middletown's drug sales are up sky-high—63% above the U. S. family average. More evidence of Middletown's big pull as a mid-state shopping center!

54% of Middlesex County's drug sales are made in Middletown stores. Even so, the rest of the county is doing all right—with county sales 18% above the national family average.

The Middletown Press alone gives your advertising excellent coverage of this quality market . . . with circulation in the city *and* county far superior to any combination of non-local incoming papers.

**You Always Get MORE
in MIDDLETOWN**

THE MIDDLETOWN PRESS
MIDDLETOWN, CONN.
OUR NATIONAL REPRESENTATIVE
The Julius Mathews Special Agency

Plenty of Food and Cars in These Pay Envelopes

York County's position as Maine's top industrial county shows in Biddeford-Saco's pay envelopes 1.13 per family. And in its food and automotive sales.

Food sales are \$1,114 per family—\$299 above the national average. There's a lot of groceries in that margin. And just look at our family automotive sales — \$797 . . . \$198 above average.

People who buy both food and cars in these plus proportions offer a quick pay-off to advertisers—especially when the market's only daily gives 94% coverage.

THE BIDDEFORD JOURNAL BIDDEFORD, MAINE

Represented by
The Julius Mathews Special Agency, Inc.

High Spot Cities

drives in spot cities, (b) a guide for your branch and district managers, (c) revising sales quotas, (d) checking actual performances against potentials, (e) basis of letters for stimulating salesmen and forestalling their alibis, (f) determining where drives should be localized.

A Pre-Release Service Is Available. SM will mail, 10 days in advance of publication, a mimeographed list giving estimates of retail sales in dollar and index form for the 200-odd cities. The price is \$1.00 per year.



★ Cities marked with a star are Preferred-Cities-of-the-Month, with a level of sales compared with the same month in 1951 which equals or exceeds the national change.

RETAIL SALES (S.M. Forecast for July, 1952)

City Index 1952 vs. 1939	City Index 1952 vs. 1951	City Nat'l Index 1952 vs. 1951	\$ (Million) July 1952
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UNITED STATES

366.0 106.0 100.0 12236.00

Alabama

★ Birmingham	401.9	107.2	101.1	31.63
Gadsden	451.0	102.2	96.4	4.42
★ Mobile	430.6	107.9	101.8	10.42
Montgomery	355.6	103.9	98.0	8.64

Arizona

★ Phoenix	549.1	112.7	106.3	20.70
★ Tucson	531.2	120.4	113.6	9.88

Arkansas

Fort Smith	391.1	104.5	98.6	4.85
Little Rock	389.8	104.1	98.2	12.59

City Index 1952 vs. 1939	City Index 1952 vs. 1951	City Nat'l Index 1952 vs. 1951	\$ (Million) July 1952
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California

Bakersfield	366.2	99.7	94.1	10.07
Berkeley	269.6	103.0	97.2	7.28
★ Fresno	483.1	108.7	102.5	20.24
Long Beach	366.1	101.2	95.5	24.71
Los Angeles	315.6	105.6	99.6	194.33
★ Oakland	320.0	114.4	107.9	45.54
Pasadena	330.6	100.3	94.6	14.35
★ Riverside	420.4	115.2	108.7	5.76
Sacramento	317.8	105.0	99.1	19.77
★ San Bernardino	414.2	110.5	104.2	8.78
★ San Diego	442.8	112.8	106.4	33.30
★ San Francisco	290.5	109.2	103.0	87.67
★ San Jose	371.6	110.5	104.2	13.49
Santa Barbara	301.6	101.3	95.6	5.52
★ Stockton	378.1	108.7	102.5	11.04
★ Ventura	432.6	116.1	109.5	3.72

Colorado

★ Colorado Springs	355.2	108.3	102.2	5.86
★ Denver	329.1	108.4	102.3	46.07
Pueblo	335.2	105.4	99.4	6.00

Connecticut

★ Bridgeport	323.1	116.8	110.2	18.71
★ Hartford	326.2	117.8	111.1	27.86
Middletown	297.9	105.3	99.3	2.80
★ New Haven	267.8	107.4	101.3	18.40
★ Stamford	358.9	111.6	105.3	7.68
★ Waterbury	276.7	111.6	105.3	9.49

Delaware

★ Wilmington	360.9	106.1	100.1	18.44
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District of Columbia

★ Washington	318.4	111.0	104.7	100.90
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Florida

Jacksonville	382.0	104.1	98.2	22.23
★ Miami	400.1	106.8	100.8	32.49
★ Orlando	370.0	109.7	103.5	7.66
★ Pensacola	382.0	112.3	105.9	5.08
★ St. Petersburg	387.1	106.8	100.8	9.91
Tampa	364.2	105.4	99.4	13.22

Georgia

Atlanta	333.0	105.7	99.7	45.12
★ Augusta	431.0	117.1	110.5	8.49
★ Columbus	474.2	109.4	103.2	8.82
★ Macon	368.2	108.0	101.9	7.29
★ Savannah	339.9	108.7	102.5	9.21

SALES MANAGEMENT

RETAIL SALES (S.M. Forecast for July, 1952)

City Index	City Index	City Nat'l Index	\$
1952	1952	1952	(Million)
vs. 1939	vs. 1951	vs. 1951	July 1952

Hawaii

★ Honolulu	361.6	112.0	105.7	22.78
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Idaho

Boise	313.2	98.6	93.0	5.45
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Illinois

Bloomington	289.1	105.9	99.9	4.51
★ Champaign-Urbana	360.7	106.8	100.8	7.07
Chicago	286.5	103.8	97.9	341.41
★ Danville	312.2	106.5	100.5	4.62
Decatur	316.7	105.3	99.3	7.98
East St. Louis	347.6	104.6	98.7	7.23
★ Moline-Rock Island-E. Moline	342.7	110.3	104.1	10.11
Peoria	256.8	102.1	96.3	12.35
★ Rockford	351.3	109.9	103.7	12.12
Springfield	307.1	104.2	98.3	9.92

Indiana

Evansville	346.1	101.1	95.4	12.32
★ Fort Wayne	332.8	106.2	100.2	14.71
★ Gary	387.1	109.1	102.9	13.20
Indianapolis	330.7	105.4	99.4	49.07
★ Muncie	327.0	106.4	100.4	6.05
★ South Bend	452.6	109.6	103.4	17.11
Terre Haute	283.0	101.4	95.7	7.50

PADUCAH'S

Ridin'
High!



Nation's No. 1 High Spot City.
\$500 million atomic energy plant
going up—plus world's largest
electric power pool.

Nation's greatest gain in bank
clearings during 1951.

Good time to advertise in—

The Paducah Sun-Democrat

26,695 Paducah, Ky. 28,921

ABC

June 1

Burke, Kuipers & Mahoney

RETAIL SALES (S.M. Forecast for July, 1952)

City Index	City Index	City Nat'l Index	\$
1952	1952	1952	(Million)
vs. 1939	vs. 1951	vs. 1951	July 1952

Iowa

Cedar Rapids	306.2	101.2	95.5	7.96
Davenport	295.6	104.0	98.1	7.98
Des Moines	318.7	104.9	99.0	20.62
Sioux City	278.6	98.3	92.7	8.61
Waterloo	305.8	103.0	97.2	6.82

Kansas

★ Hutchinson	338.6	109.8	103.6	4.30
★ Kansas City	332.6	106.8	100.8	9.18
Topeka	290.0	100.8	95.1	7.22
★ Wichita	487.6	120.1	113.3	20.38

Kentucky

Lexington	290.4	105.7	99.7	7.55
★ Louisville	356.8	109.5	103.3	36.75
★ Paducah	465.2	145.8	137.5	5.35

Louisiana

Baton Rouge	475.3	103.7	97.8	10.41
★ New Orleans	368.1	107.2	101.1	45.50
★ Shreveport	403.8	114.1	107.6	14.94

Maine

★ Bangor	262.5	109.3	103.1	4.20
Lewiston-Auburn	225.1	96.8	91.3	4.75
Portland	225.8	104.7	98.8	8.15

Maryland

★ Baltimore	301.1	106.0	100.0	90.04
Cumberland	254.2	105.2	99.2	4.27

Massachusetts

Boston	227.0	101.0	95.3	87.58
Fall River	239.8	97.9	92.4	7.65
Holyoke	243.6	102.6	96.8	4.19
Lawrence	228.7	101.0	95.3	6.45
Lowell	306.2	102.8	97.0	7.44
Lynn	229.7	96.6	91.1	7.90
New Bedford	249.5	96.8	91.3	8.01
★ Pittsfield	266.0	108.4	102.3	5.08
Salem	304.5	102.3	96.5	4.72
Springfield	245.1	105.3	99.6	16.15
★ Worcester	276.2	111.8	105.5	20.27

... for full
population, sales
and income data
on these cities
see the May 10
SALES
MANAGEMENT
Survey of
Buying Power



Compare the State's Mass Markets and Their Newspaper Coverage

Pittsfield Metropolitan County Area accounts for *more sales per person* than any other metropolitan market in the state. And remember—that includes Boston, Springfield, Worcester, Fall River and New Bedford.

17% above the U. S.
Per Capita Sales Average

YOU JUST CAN'T BEAT
THIS COMBINATION!

Person for person the best mass market in the state... with a single newspaper offering 100% coverage of the city zone, 70% coverage of the entire metropolitan county area.

THE BERKSHIRE
EAGLE
PITTSFIELD, MASS.

Represented by
The Julius Mathews Special Agency, Inc.

The RICHEST Market FIRST

Essex County... with more than a half-billion dollar sales volume... is a prime target for advertisers. And Salem City Zone is the county's top income market.

Salem City Zone has 28% of the county population but a 31.3% concentration of its income. Its 41,900 families lead all Essex markets in family buying power—averaging \$5,591 per family.

To sell Essex County, sell the Salem City Zone first—149,700 people with \$234,255,000 income. It's a quick—profitable job when you use the Salem News—the market's only daily.

THE SALEM
EVENING NEWS
SALEM, MASS.

Represented by
The Julius Mathews Special Agency, Inc.

Winston-Salem

**A GROWING MARKET
OF MORE PEOPLE
WITH MORE MONEY
TO SPEND
THAN EVER BEFORE**

**A 9-County Market
with
1951 RETAIL SALES
of
\$280,455,000***

*Sales Management, 1952 Survey of Buying Power

The JOURNAL & SENTINEL are the only papers that cover this rich, growing market in the South's No. 1 state.

The JOURNAL & SENTINEL are the only papers in the South offering a Monthly Grocery Inventory—an ideal test market.

The JOURNAL & SENTINEL are the only papers completely blanketing an important 9-county segment of North Carolina. **YOU CAN'T COVER NORTH CAROLINA WITHOUT THE**

WINSTON-SALEM TWIN CITY
JOURNAL and SENTINEL
MORNING SUNDAY EVENING
National Representative: KELLY-SMITH COMPANY

Does Your Product Make A Good Christmas Gift?

If it does, we suggest that you write now for advance information on how you can sell it to the nation's sales executives by advertising right in the pages of a new report entitled "When A Corporation Says Merry Christmas to Its Friends," to appear in the September 1st issue of SALES MANAGEMENT.

Write SALES MANAGEMENT, 386 Fourth Ave., New York 16, N. Y.

High Spot Cities

RETAIL SALES

(S.M. Forecast for July, 1952)

City Index	City Index	City Nat'l Index	\$ (Million)
1952	1952	1952	July
vs.	vs.	vs.	July
1939	1951	1951	1952

Michigan

★ Battle Creek ..	375.5	112.4	106.0	7.21
Bay City	373.7	103.7	97.8	6.39
Detroit	373.5	100.2	94.5	195.59
Flint	340.2	99.6	94.0	19.22
Grand Rapids ..	333.5	102.3	96.5	21.21
★ Jackson	325.5	108.5	102.4	7.16
★ Kalamazoo	331.8	108.4	102.3	9.39
★ Lansing	404.9	123.3	116.3	14.86

RETAIL SALES

(S.M. Forecast for July, 1952)

City Index	City Index	City Nat'l Index	\$ (Million)
1952	1952	1952	July
vs.	vs.	vs.	July
1939	1951	1951	1952

Michigan (cont.)

★ Muskegon	334.6	115.3	108.8	6.19
Pontiac	342.0	104.3	98.4	8.38
Royal Oak- Ferndale	438.6	102.6	96.8	7.50
Saginaw	344.3	102.4	96.6	9.71

Minnesota

★ Duluth	246.8	106.1	100.1	9.33
Minneapolis ...	279.9	101.9	96.1	59.31
St. Paul	244.1	103.6	97.7	32.20

Mississippi

Jackson	435.6	105.6	99.6	8.93
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Missouri

Kansas City ..	341.3	101.8	96.0	60.41
St. Joseph	266.7	99.6	94.0	6.08
St. Louis	288.9	104.7	98.8	80.44
★ Springfield	364.9	106.8	100.8	7.48

Montana

Billings	381.5	105.5	99.5	5.57
Butte	214.2	100.7	95.0	4.22
Great Falls ...	318.1	105.2	99.2	5.09

Nebraska

Lincoln	303.9	102.3	96.5	9.27
Omaha	331.3	102.8	97.0	27.50

THE HERALD-NEWS

OF PASSAIC-CLIFTON, N. J.

announces the opening of its

New York General Advertising Office

45 West 45th Street

New York 36, N. Y.

Columbus 5-5528

with

James J. Todd

as manager

effective June 2, 1952

RETAIL SALES (S.M. Forecast for July, 1952)

City	City	City	
Index	Index	Index	\$
1952	1952	1952	(Million)
vs.	vs.	vs.	July
1939	1951	1951	1952

Nevada

Reno	318.3	103.7	97.8	5.73
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New Hampshire

Manchester	297.7	104.6	98.7	7.89
Nashua	261.4	105.8	99.8	2.98

New Jersey

Atlantic City	322.5	99.9	94.2	11.32
Camden	307.7	103.2	97.4	11.94
Elizabeth	304.2	103.5	97.6	10.77
Jersey City				
Hoboken	242.5	104.8	98.9	22.12
Newark	255.8	104.5	98.6	50.19
Passaic-Clifton	409.8	102.0	96.2	12.54
Paterson	274.0	97.1	91.6	14.85
Trenton	283.1	106.0	100.0	14.55

New Mexico

Albuquerque	684.7	106.6	100.6	12.53
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New York

Albany	298.5	106.8	100.8	17.79
Binghamton	273.1	107.8	101.7	9.12
Buffalo	300.4	108.5	102.4	59.15
Elmira	325.5	124.6	117.5	6.90

No Wonder Retailers Like Us

30,000 people make Little Falls their retail buying headquarters.

The TIMES... reaching 75% of the homes in the entire market... goes out daily over the same routes that bring these people to Little Falls stores... keeps them posted on brands and bargains... stimulates their shopping impulses... helps the city's retailers build their total sales volume higher than the city's total income.

No wonder they like the TIMES... just as you'll like it when you see how little it costs to sell their market—with a profit per sale that compares favorably with your largest markets. After all, that's what counts... Profit Per Sale.

Little Falls Times

Little Falls, N. Y.

Represented Nationally by
The Julius Mathews
Special Agency, Inc.

RETAIL SALES (S.M. Forecast for July, 1952)

City	City	City	
Index	Index	Index	\$
1952	1952	1952	(Million)
vs.	vs.	vs.	July
1939	1951	1951	1952

New York (cont.)

Hempstead Township	621.1	113.3	106.9	57.82
Jamestown	304.2	111.6	105.3	5.02
New York	259.7	103.2	97.4	652.49
Niagara Falls	313.6	107.5	101.4	8.75
Rochester	257.4	108.2	102.1	34.42
Rome	396.8	106.8	100.8	3.73
Schenectady	300.6	111.6	105.3	10.58
Syracuse	276.1	108.7	102.7	23.03
Troy	335.3	99.5	93.9	7.88
Utica	295.2	105.8	99.8	10.51

North Carolina

Asheville	324.6	106.8	100.8	6.59
Charlotte	439.3	103.8	97.9	16.43
Durham	324.5	102.7	96.9	6.36
Greensboro	542.5	106.6	100.6	11.88
Raleigh	421.4	113.2	106.8	8.47
Salisbury	286.4	101.9	96.1	2.52
Wilmington	328.4	111.2	104.9	3.81
Winston-Salem	327.8	106.2	100.2	7.54

North Dakota

Fargo	310.0	99.9	94.2	4.96
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Ohio

Akron	352.5	113.3	106.9	30.09
Canton	301.0	108.0	101.9	12.40
Cincinnati	275.4	105.6	99.6	49.84
Cleveland	308.0	109.4	103.2	101.86
Columbus	269.4	104.9	99.0	33.73
Dayton	358.8	110.1	103.9	30.07
Mansfield	297.6	102.0	96.2	5.03
Springfield	299.6	110.6	104.3	7.22
Toledo	300.0	107.2	101.1	31.05
Warren	374.9	113.6	107.2	6.41
Youngstown	303.5	109.0	102.8	19.06

Oklahoma

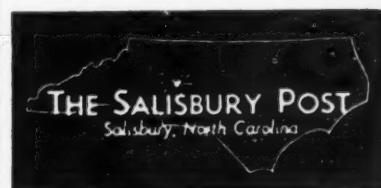
Bartlesville	449.2	116.4	109.8	2.92
Muskogee	294.1	105.9	99.9	2.97
Oklahoma City	314.7	103.7	97.8	22.72
Tulsa	398.5	116.7	110.1	21.24

... for full
population, sales
and income data
on these cities
see the May 10
SALES
MANAGEMENT
Survey
Buying Power



Now comes KROGER!

Salisbury is now a 5-super-market town, Kroger being the latest to respond to the lure of this great grocery-buying population. Hundreds of independents do a volume business, too, so if you have a product designed for food-store selling, it's high time you let Salisbury-Rowan consumers know about it through the ONE medium they all read and respond to, the Salisbury POST.



WARD-GRIFFITH COMPANY
Representatives

The ONE and ONLY Paper In A \$280,102,800 Market

Royal Oak's general merchandise sales average \$569 per family. That's 41% above the national average, 29% above the state's.

And it's a clear indication that south Oakland County's high-income families come to Royal Oak stores for their shopping needs. Their buying power adds up to \$280,102,800... their retail sales to \$171,491,000.

Daily Tribune, with 108.2% circulation gain in ten years, gives 95% coverage of Royal Oak homes, with 13,500 additional circulation in south Oakland County.

THE DAILY TRIBUNE

Royal Oak, Mich.

South Oakland's
Only Daily

Over 25,018
Evenings

Represented by
The Julius Mathews Special Agency, Inc.

ADD THE IMPACT OF COLOR IN ALTOONA

Add pulling power color, matched to your exact specifications in the Altoona Mirror daily — black and one color or one color other than black. Take advantage of the Altoona Mirror's avid readership with color.

Daily circulation in excess of 33,000.

Altoona Mirror.

ALTOONA, PA.

Call, wire or write

Richard E. Beeler, Advertising
Manager, for space reservations.

High Spot Cities

RETAIL SALES
(S.M. Forecast for July, 1952)

City Index	City Index	Nat'l Index	\$ (Million)
1952	1952	1952	July
vs.	vs.	vs.	July
1939	1951	1951	1952

Oregon

Eugene	469.0	103.1	97.3	6.66
★ Portland	347.9	112.4	106.0	50.24
Salem	345.6	103.5	97.6	5.53

NO "THRU TRAFFIC" to CHESTER

You can drive your car the 15 miles from Philadelphia to Chester, Pa., but you can't drive your sales story into this \$135 million market on spill-over circulation from out-of-county papers!

Our people are home-town people; they rely on their only hometown daily, the *Chester Times*, for news about what's going on in rich Delaware County—and in the stores.

That's why the *Chester Times* scored two all-time readership highs on the Advertising Research Foundation's "Continuing Study of Newspaper Reading"—why 20 of our advertisements have made the Continuing Study's "Leader's List"—why more and more national advertisers are using the *Chester Times* to build sales in rich Delaware County.

If you want to do high powered business in this high volume market, mesh your sales gears with the *Chester Times*.

THE CHESTER TIMES

CHESTER, PENNSYLVANIA

National Representatives: Story, Brooks & Finley, Incorporated

Does Your Product Make A Good Christmas Gift?

If it does, we suggest that you write now for advance information on how you can sell it to the nation's sales executives by advertising right in the pages of a new report entitled "When A Corporation Says Merry Christmas to Its Friends," to appear in the September 1st issue of **SALES MANAGEMENT**.

Write **SALES MANAGEMENT**, 386 Fourth Ave., New York 16, N. Y.

RETAIL SALES
(S.M. Forecast for July, 1952)

City Index	City Index	Nat'l Index	\$ (Million)
1952	1952	1952	July
vs.	vs.	vs.	July
1939	1951	1951	1952

Pennsylvania

Allentown	286.1	102.9	97.1	10.93
Altoona	264.3	103.5	97.6	6.66
★ Bethlehem	399.4	119.6	112.8	6.83
★ Chester	326.6	113.0	106.6	6.76
★ Erie	345.8	109.5	103.3	13.14
★ Harrisburg	337.4	114.5	108.0	13.36
Johnstown	261.3	103.6	97.7	7.37
Lancaster	250.5	104.8	98.9	7.04
Norristown	302.3	102.3	96.5	4.02
Oil City	240.3	105.5	99.5	1.85
Philadelphia	291.6	102.5	96.7	175.89
★ Pittsburg	348.5	113.5	107.1	92.47
Reading	275.2	98.5	92.9	11.86
Scranton	254.0	103.4	97.5	11.25
★ Wilkes-Barre	253.7	106.3	100.3	8.27
York	247.7	95.4	90.0	5.82

Rhode Island

Providence	267.7	102.4	96.6	27.76
Woonsocket	253.3	100.8	95.1	3.85

South Carolina

★ Charleston	357.2	112.0	105.7	8.18
★ Columbia	421.8	118.9	112.2	11.01
Greenville	393.7	101.3	95.6	8.07
★ Spartanburg	491.1	110.5	104.2	7.17

South Dakota

Aberdeen	432.0	103.7	97.8	3.24
Sioux Falls	313.1	99.5	93.9	5.73

Tennessee

★ Chattanooga	325.2	108.2	102.1	14.31
Knoxville	325.8	98.4	92.8	13.52
Memphis	347.4	97.3	91.8	37.03
★ Nashville	354.4	110.8	104.5	22.40

Texas

★ Amarillo	547.1	114.8	108.3	11.38
Austin	386.3	101.2	95.5	12.17
★ Beaumont	448.3	111.6	105.3	10.67
★ Corpus Christi	531.1	115.5	109.0	13.33
Dallas	411.8	102.3	96.5	56.91
El Paso	436.4	104.0	98.1	13.44
★ Fort Worth	507.9	113.6	107.2	37.18
Galveston	330.8	104.1	98.2	6.45
★ Houston	446.3	112.4	106.0	68.11
★ Lubbock	691.6	110.3	104.1	11.48
★ San Antonio	445.8	106.7	100.7	36.11
Waco	445.9	100.5	94.8	8.65
★ Wichita Falls	404.3	116.9	110.3	7.48

... for full
population, sales
and income data
on these cities
see the **MANAGEMENT**
Survey
Buying Power



SALES MANAGEMENT

RETAIL SALES (S.M. Forecast for July, 1952)

City	City	City	
Index	Index	Nat'l	\$
1952	1952	1952	(Million)
vs.	vs.	vs.	July
1939	1951	1951	1952

Utah

★ Ogden	360.8	106.1	100.1	5.52
Salt Lake City	308.4	103.9	98.0	18.38

Vermont

Burlington	275.2	104.6	98.7	3.66
Rutland	251.6	96.9	91.4	2.29

Virginia

Lynchburg	279.8	101.0	95.3	4.70
★ Newport News	462.4	120.6	113.8	6.89
★ Norfolk	422.4	116.5	109.9	21.12
★ Portsmouth	456.9	113.0	106.6	5.94
★ Richmond	287.2	109.9	103.7	24.47
★ Roanoke	374.4	106.7	100.7	10.67

Washington

★ Seattle	317.0	108.2	102.1	51.98
★ Spokane	314.9	107.7	101.6	16.25
Tacoma	313.9	102.0	96.2	13.59
Yakima	311.9	101.8	96.0	5.58

RETAIL SALES (S.M. Forecast for July, 1952)

City	City	City	
Index	Index	Nat'l	\$
1952	1952	1952	(Million)
vs.	vs.	vs.	July
1939	1951	1951	1952

West Virginia

★ Charleston	327.5	110.9	104.6	11.30
★ Huntington	330.2	109.8	103.6	8.09
Wheeling	275.7	104.0	98.1	6.92

Wisconsin

Appleton	321.4	103.7	97.8	4.05
Green Bay	287.0	104.4	98.5	5.97
Madison	274.5	105.0	99.1	9.58
★ Milwaukee	310.1	106.4	100.4	70.29
★ Racine	326.2	111.6	105.3	7.47
Sheboygan	272.0	101.2	95.5	3.89
Superior	252.6	105.5	99.5	2.93

Wyoming

★ Casper	509.9	125.0	117.9	4.64
★ Cheyenne	357.8	107.7	101.6	3.90

RETAIL SALES (S.M. Forecast for July, 1952)

City	City	City	
Index	Index	Nat'l	\$
1952	1952	1952	(Million)
vs.	vs.	vs.	July
1941	1951	1951	1952

CANADA

314.8	106.0	100.0	917.70
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Alberta

★ Calgary	458.8	119.3	112.5	20.14
Edmonton	481.7	103.7	97.8	19.51

British Columbia

★ Vancouver	420.6	112.3	105.9	51.69
★ Victoria	396.1	107.1	101.0	12.32

Manitoba

★ Winnipeg	360.1	112.1	105.8	41.63
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New Brunswick

Saint John	226.8	102.6	96.8	4.74
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Nova Scotia

Halifax	302.8	104.8	98.9	13.11
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Ontario

★ Hamilton	312.9	114.0	107.5	23.06
London	305.0	105.5	99.5	10.31
Ottawa	254.2	101.8	96.0	17.54
Toronto	302.5	102.7	96.9	102.40
Windsor	254.6	96.1	90.7	11.56

Quebec

Montreal	306.0	105.7	99.7	102.22
Quebec	318.9	104.5	98.6	17.06

Saskatchewan

★ Regina	370.7	108.4	102.3	11.90
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60 Years In Your Favor!

1952 marks our 60th anniversary! Six decades of clear, concise reporting, coupled with smashing editorial impact. Result? Loyal readership, active response!

The Call reaches over 101,000 fast-spending people in the industrial Woonsocket Area — a prosperous mass market for your products. Reach it — teach it, in the area's one — and — only local daily, the —

WOONSOCKET CALL

Representatives: Gilman, Nicoll & Ruthman
Affiliated: WWON, WWON-FM
COVERS RHODE ISLAND'S PLUS MARKET

60 BEAUTIFUL MONTHS 60

—that's how many months Bethlehem, Pennsylvania, ranked as a High Spot City in the last 5 years.

In addition, during the last 40 months Bethlehem was listed as a "preferred city." Today Bethlehem's retail sales are 18% better than the national average — another indication that business is booming in Bethlehem!

The Bethlehem Globe-Times

Rolland L. Adams, president
DeLisser, Inc., national representatives

"Fish Where
the Fish Are!"

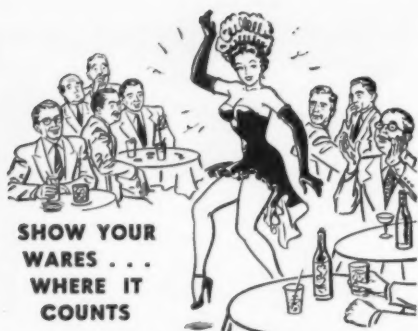


That's what the experienced fisherman does . . . and the same reasoning is the answer to why more and more products are being promoted through the advertising columns of the Times Herald to reach the prosperous buyers in this rapidly expanding market.

Times Herald
NORRISTOWN, Pa.

New All-Time
Circulation Record
22,540 DAILY
National Representative
Julius Mathews Special Agency

JULY 1, 1952



"BAYONNE CANNOT BE SOLD FROM THE OUTSIDE"

Think this is a silly way to sell a newspaper? Well let's see—The illustration's the lure—The caption's the bait—and here's the hook . . . Put the TIMES on your schedule — You'll find it's a darn good newspaper (in fact the only one) read by practically everybody in BAYONNE.

THE BAYONNE TIMES
BAYONNE, NEW JERSEY
NATIONALLY REPRESENTED BY BOGNER & MARTIN

ASSISTANT SALES MANAGER

**A fine future open
with long-established
maker of fastening devices**

A real opportunity for a man 35 to 40 who: (1) is experienced in sales operations through industrial supply outlets; (2) is an able sales correspondent; (3) is free to travel out of New York headquarters; (4) has working knowledge of implementing market surveys. Technical background in metal-working industry desirable. Salary open. Write fully about your background; enclose photo. Replies confidential. Interview in New York, expenses paid.

Address Box 2871

IF YOU SELL ideas, products, services you'll be fascinated with the **AMAZING STORY**



told interestingly, briefly,
in full color in this
FREE BOOK

Tells how America's top industries, organizations, political parties, insurance companies, business associations, religious groups, U.S. Gov't agencies use cartoon books in color-comic technique to tell and sell. Write on firm stationery. Wm. C. Popper & Co., 148 Lafayette St., New York 13, N. Y. Dept. 8.

Dear Editor . . .

MISPLACED SEMI-COLON

Editor, SALES MANAGEMENT:

The second paragraph of your article on the Canadian market, page 623 of the May 10 *Survey of Buying Power* reads:

"American interest in the Canadian industrial boom is indicated by an investment rate of one billion dollars per year; over the past two years over \$8 billion has been invested by Americans since 1941."

I have now read this six times and I am still confused, particularly about the part after the semi-colon.

W. E. WILLIAMS
President & General Manager
The Procter & Gamble
Company of Canada, Limited

(Move the semi-colon five words to the right and the statement then will read correctly:

"American interest in the Canadian industrial boom is indicated by an investment rate of one billion dollars per year over the past two years; over \$8 billion has been invested by Americans since 1941."—The Editors.)

BRUTE FORCE ADS?

Editor, SALES MANAGEMENT:

May I applaud the piece in your June 1st issue, "Nobody Sold Anything to Mr. Ayers!"? (Comment, p. 15)

Anyone who goes into ecstasies over the quality of retail salesmanship would be nuts. And anyone who leans to the other extreme—implying or arguing that retail salesmanship is non-existent—is equally nuts—or else is grinding a pretty selfish axe.

Perhaps it isn't a coincidence that much of the propaganda, aiming at belittling the retailer, stems from people who gain the quickest (though not necessarily the most permanent) reward from brute force consumer advertising.

The dealer push and consumer pull still seem like the best combination. As long as that is true, then efforts in both directions should be properly balanced.

Good for SALES MANAGEMENT for pointing up this fundamental truth so admirably!

WILLIAM K. BEARD, JR., President
Associated Business Publications
New York City

FAN MAIL

Editor, SALES MANAGEMENT:

I live in Havana, Cuba. There are quite a few good firms in this country,

with many, many different problems in their sales procedures, personnel, etc.

SALES MANAGEMENT has been a revelation to me. I have been able to discover through your editorials, your articles, your advertisements, that if one seeks culture he can obtain it. And if we put forth our efforts to the betterment of the individual with good practice, the result must be success.

Yes. I read SM from cover to cover, including ads. Why? Because I enjoy doing so. I start from the cover and read every page, once. Then I circle those pages containing interesting material, put the numbers in the front cover, and then later on I spare time to re-read them thoroughly, thinking about the intellectual contents of the ideas written in the text. I don't go to the table of contents.

FERNANDO SAGEBIEN
(Consultant in Sales
Management Problems)
Havana, Cuba

275 Top-Paid Sales Executives

SM wishes to correct a few errors in the June 1 compilation of earnings.

Salaries for D. F. Benton and the late R. F. Baity, both of Standard Oil Company (Indiana) are correct as printed, but the company pays no bonuses to executives. The figures printed under that column are "approximate net remuneration after taxes."

An unfortunate transposition error linked William Bynum of the Carrier Corporation with the Crane Company. Corrected line: J. A. Dwyer, V.P. chg. Sales, the Crane Company, salary of \$40,000, bonus of \$15,000.

T. R. Oberman, Chairman of the Board, Oberman & Co., was credited with \$40,250 in salary and \$21,200 in bonus. Those figures belong to Clinton Smullyan, Vice Pres. chg. Sales, Phillips-Jones Corp. Mr. Oberman tells SM that his salary is \$36,000 a year, "and some years I have been able to enjoy a \$6,000 bonus which is based on the performance of the company for the past year."

SALES MANAGEMENT

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More Effective... More SElective

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Giftwares Review
Home Furnishings
CROCKERY & GLASS JOURNAL
LINENS & DOMESTICS

Every HAIRE Trade Paper is "TOPS" in its trade

Infants & Children's Review
LUGGAGE & LEATHER GOODS
HANDBAGS AND ACCESSORIES
COSMETICS TOILETRIES
CORSET REVIEW
MOTION & NOVELTY

1170 Broadway • New York 1, N. Y.

2 DISTRICT MANAGERS

One of our clients is looking for two top men to fill two new sales positions, immediately. Will lead to District Managerships. Responsibilities include organizing and supervising of distribution of a line of industrial sealing tapes, protective coatings and sealing compounds. Pacific Coast and Midwest.

Medium size, fast growing company. Excellent financial rating. Aggressive spirit. Quality products backed by strong promotional work. The kind of future with unlimited opportunities.

If you feel that one of these spots fit in with your ambitions, and would like to discuss the matter with our client personally, drop us a line. Outline your background and other pertinent data. Enclose a photo if convenient. Salary is open. Replies held in strict confidence.

Write: Van der Boom • Hunt • McNaughton, Inc.
672 S. Lafayette Park Place
Los Angeles 5, California

SALES EXECUTIVE SEEKS OPPORTUNITY

Ten years experience and results in sales management & administration, market & product development, merchandising; field supervision, sales controls, training; previous positions as salesman, product manager, district sales manager and divisional sales manager on national basis; sales to textile, shoe, automobile, tire & rubber product manufacturers, dry goods wholesalers, department stores and others; Harvard Business School and Princeton University graduate, 37 years of age, now employed. Will relocate. Box 2866.

NEED SALES TO SO. CALIF AIRCRAFT INDUSTRY?

Executive salesman with proven record selling specialized photographic equipment to So. Calif. Aircraft Industry available to represent Eastern Mfg. on commission basis. Substantial earnings record last 12 months. College grad., age 42, married. Box 2869

WANTED

Full time work glove representative for Chicago area by one of the nation's oldest and largest glove manufacturers. Average annual traveling, 6 months. College graduate. Age between 35 and 43. Prefer former general line wholesale sales manager or assistant sales manager with experience selling national chains as well as wholesale dry goods, hardware, grocery wholesalers. Salary open. Box 2872.

SPECIAL DIVIDEND DECLARED*

If you advertised last year in the RICHMOND (Calif.) INDEPENDENT... You probably have an Earned Merchandise Credit!

*Why not find out?

Contact Win Smith Advt. Mgr.

The Scratch Pad

By T. HARRY THOMPSON



"Chevrolet's Choice," headlines an AC sparkplug ad. It better *had* be, since both are General Motors products.

Stopper by Rolls Razor: "First close shave since Anzio."



SAFECRACKER: Inventor of "finger-tip control."

It is conceivable that some day, somewhere, there will be a restaurant with enough menu-cards for *every* table.

Tessie O'Paque says she likes distant relatives. The more distance, the better.

Alfred Staehle, publisher of *Factory*, sends me a reprint from the April issue: "The Factory of the Future." It is a thoughtful glimpse ahead, more factual than fanciful... a book that ought to be on every manufacturer's desk *right now*.

Don't suppose Neolite would ever go for the slogan: "The sole of honor."

Stockbrokers don't try to kid you. *Vide*, this line on a bill: "We have bought for your account and risk today, etc."

Neat title on an article in *Country Gentleman*: "Big-Dam Foolishness."

Bill Peck asks if anyone has thought of sending his income-tax to the Collector of Eternal Revenue.

Incidentally, Jim has a soldier-correspondent in Korea who casually writes him that what we have over there, hot or cold, is a "local real-estate disagreement."

America is suffering from "hardening of the traffic-arteries," according to *Dodge News*. Neat description!

MINIMIZER: A very small miser.

NIT—"Who is this Henry Luce?"

WIT—"He's a big wheel of *Fortune*."



Believe it or not, writes Jim Collins, the West still retains some wilderness. In and around Los Angeles, mail-order propositions are Indian throwing-tomahawks and knives, Borneo blowguns, frontier Colt six-shooters, and slingshots strong enough to kill rabbits.

Packing them in at the new bird-house of the Philadelphia zoo is a small bird that does a wolf-whistle over and over in a shrill tone, putting to shame any professional wolf at the corner of Hollywood & Vine.

If you are of the generation that remembers vaudeville, I think you might like to read Kyle Crichton's "The Marx Brothers," now in a pocketbook-edition at a quarter.

Dick Dickson says there are people who roll out the carpet for you one day, and pull it out from under you the next.

You probably don't care one way or the other, but I have a low opinion of the word "homemaker" as a substitute for "housewife."

Three stockholders felt that bonuses paid du Pont's top executives were excessive. They had their day in court. It was explained to them that management, too, needs *incentive pay*; that the increase in the size of bonuses was really trivial *after taxes*, and considering the debased dollar. Case dismissed. All quiet along the Brandywine.

Florists must blow a fuse every time they read an obit saying "Please omit flowers."

Tin-Pan Alley gets a title out of a play-on-words in a current jig: "Take Care When You Say 'Te Quiero'."

Sign in a local beauty-parlor: "We can take your breadth away."

SALES MANAGEMENT

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JULY 1, 1952

part 2 *Sales Management*

Sales Meetings

Conventions • Expositions • Trade Shows

UNIVERSITY
OF MICHIGAN
JUL 8 1952
BUSINESS ADMINISTRATION
LIBRARY



**New Module Exhibit
Pays for Itself
In Three Months**
Page 16

**New Line on Market
Overnight after
Meetings Hit the Road**
Page 20

**What Do Salesmen
Really Think of
Manufacturers' Meetings**
Page 32

**Exhibit Reaches
D. C. Brass
When Words Can't**
Page 36

WHAT DO YOU DO WITH SALES LEADS AT TRADE SHOWS?

As soon as an IBM representative finishes his discussion with booth visitors, he fills out an interview report to be processed for sales follow-up. (See page 14.)

Entertainment
EXPERIENCED *Producers* **COAST-TO-COAST**



Complete Shows for All Occasions

- ARTHUR LAKE SHOW
- PRESTON FOSTER SHOW
- RUSS MORGAN ORCHESTRA
- HENRY BUSSE ORCHESTRA
- WILL OSBORNE ORCHESTRA

....and many, many other top acts, bands, etc.

No Budget Too Small or Too Large

Contact Our Nearest Office — No Obligation

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Hollywood Roosevelt Hotel
phone Hemstead 7141

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Phil Levant
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127 N. Dearborn
phone State 27332

NEW YORK CITY, N. Y.

Lloyd LaBrie
McConkey Artists Corp.
1780 Broadway
phone Columbus 57720

KANSAS CITY, MISSOURI

Dave Bender
McConkey Artists Corp.
12th & Walnut St. Bldg.
phone Victor 3346

CLEVELAND, OHIO

Cliff Myers
McConkey Artists Corp.
2153 W. 96 St.
phone Olympic 10949

Salute to the Exhibitor

American Recycling Company
1849 West 74th Street
Cleveland 20, Ohio

American Bookstore
1642 West 26th Street
Cleveland 13, Ohio

Gentlemen:

We express our thanks to you and to congratulate
Pennsylvania Funeral
We feel it was handled
Contributors feel the

**We believe he deserves
the utmost in service,
done the most economical
way within his budget**

—this, with courtesy and dispatch, is one of our aims

American Decorating Company,
1345 West 25th Street,
Cleveland, Ohio.

Dear Sirs,

—this,
dispatch

American Decade
 1849 W. 24th St.
 Cleveland 13, Ohio.

and stage material which you set in
the Dealer Announcement Meeting
in the Rainbow Room of the Carter

The display and stage
 for the Oldsmobile Dealer
 for every 3rd in the business
 is very attractive.
 I want to say that we deeply appreciate
 your interest in our business and the willing-
 ness of your people and staff to assist us. The most
 of our success and growth is due to the credit in de-
 ploying for the work.
 Very truly yours

Very truly yours



Convention Contractors • Exposition Furnishings

WE HEAR SO OFTEN...

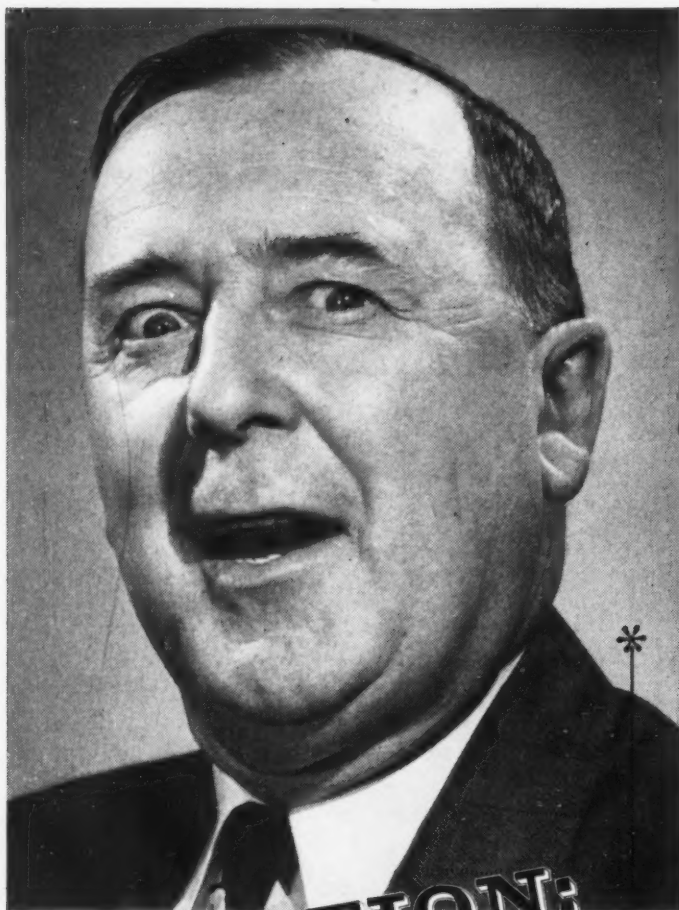
WE HEAR SO OFTEN....
"Do the same good job you did for us last time"

the same good job you

1. The physical environment is an important factor in the quality of the work environment.

Just a few of many voluntary commitments on our facilities and service.

American Decorating Company
1849 W. 24TH CLEVELAND 13, OHIO
DECORATIONS • CHROME FURNITURE • BOOTH EQUIPMENT



QUESTION:

Did your convention delegates like the Hotel Sherman?

Ask the salesmen—question the delegates—cross-examine the customers—everyone tells the same story: *You can't find a better place for a convention in Chicago than the Hotel Sherman!* Why?

Because of tailored-to-fit meeting and exhibit facilities—plenty of them—for small, medium and large groups.

Because of the Sherman's fabulous food, restaurants, unusual bars—imitated the world over. Even the most enthusiastic delegate will find relaxing quiet and comfort in any one of the Sherman's 1450 beautifully decorated and furnished rooms

Your Convention will be a happy success at

hotel sherman
RANDOLPH, CLARK AND LA SALLE STREETS
chicago

Frank W. Bering, Chairman of the Board

James A. Hart, President

Pat Hoy, Vice President and Gen. Mgr.

West Coast Office: George R. Smith
210 Post St., San Francisco 8, Calif.

Write or Wire Today
for Information
about Our
Convention Facilities

Sales Meetings

SALES MANAGEMENT, PART II • JULY 1, 1952

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SALES MEETINGS

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Thomas Turner

SANTA BARBARA, CAL.

15 E. de la Guerra, Santa Barbara 6405
Warwick S. Carpenter

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Published By Meetings, Inc.
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Distinctive Hospitality

Gracious living is reflected in the comfort and beauty of the exquisite furnishings, modern facilities and distinctive hospitality of the Skirvin and Skirvin Tower Hotels in Oklahoma City. Every convenience and expertly trained personnel make conventions a happy occasion. Television, radio, fingertip music and individually controlled year-'round air conditioning throughout.

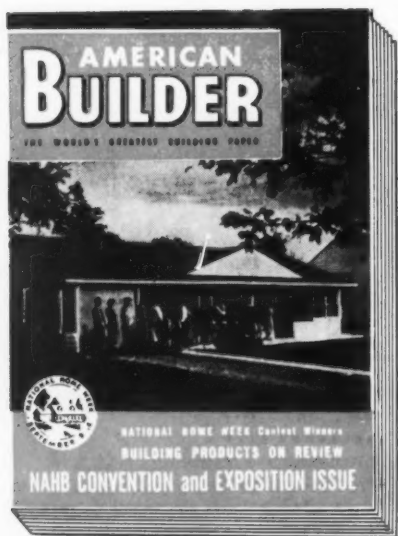
Write for full color brochure.

DAN W. JAMES, President and General Manager
OKLAHOMA CITY, OKLAHOMA

Here's How to Make Your Exhibit at Builders' Show

pay off Big...

Use the ideas in this helpful Tickler File Folder



Here's where you can
makes Sales to over

96,000

BUILDING MEN

Largest Circulation at
lowest cost per thousand



Tie your Convention Exhibit to the January

AMERICAN BUILDER

Exclusive CONVENTION ISSUE

4 BIG FEATURES IN 1 BIG ISSUE

1 NAHB Convention Program Features

The big January issue will be in the hands of readers before they leave for the big convention in Chicago. Helps guide those attending to get the greatest value from the convention activities.

2 Building Products on Review

This is AMERICAN BUILDER'S Exposition-in-Print—the perfect tie-in with your advertisement. Consists of pictures and descriptions of products to be exhibited. Builders and Dealers use this big issue as a guide for planning product and equipment purchases.

3 National Home Week Contest Winners

An exclusive AMERICAN BUILDER feature. Awards to winning local builder associations and individual retail lumber dealers will be announced by Edward G. Gavin, Editor of AMERICAN BUILDER, who originated National Home Week.

4 Your Own Product Sales Story

Your advertisement becomes an important part of this big issue. You make sales because your ad completes this editorial-advertising tie-in that helps building men get buying information from both the editorial and advertising pages.

A.R.F. Readership Study proves AMERICAN BUILDER is the Readbook

Editor's Notes

Can't Give Away a Cadillac

More association executives are troubled with stimulating advance registration for their conventions than any other meeting problem. Second biggest headache is getting variety into the session format, and estimating banquet attendance runs third. These results turned up in a recent survey (complete results on page 50) conducted among association convention planners by SALES MEETINGS.

The Master Photo Dealers & Finishers Association thought it had the registration stimulation problem licked. It offered a brand new Cadillac as a prize to visitors (exhibitor personnel was barred). To win the car, a visitor had to attend the meeting each of its four days, had to have a card validated by time stamp to prove attendance, and had to guess the number of dots in an enlarged reproduction of an engraving. The closest guesser who attended all sessions was to drive home in style.

One point the Association missed was that since 1919, Missouri courts have held guessing contests to be lotteries. When the recent meeting was opened in St. Louis, the police were on hand to stop the contest.

Nobody drove home in the shiny Cadillac. It was sold with the proceeds given to Volunteer Service Photographers.

If the Cadillac was much of a lure for convention attendance, the Association has an extra big problem next year. It not only has to equal or beat the last offer but must guarantee it can pay off.

Shifting into Reverse

Old formulae for staging sales meetings seem to be following the brown derby and gas mantle. The swing is to the meeting in reverse.

Baker Refrigeration Corp. just held eight meetings with its sales, service, engineering and quality control representatives theoretically seated in the audience, and the company's distributors "seated on the platform." Instead of opening the question and answer period at the end of the meeting, after a few brief introductions, questions were invited at the beginning on any subject related to the theme. "How can we make more money together in 1952?"

The district manager was the moderator for the meetings and records were kept of all questions and answers. Everyone attending the meetings had an opportunity to "sound off" to the factory men instead of being talked to. The series was the most successful the company ever staged.

Has Us Spinning

How thorough and complete can an article be? We found out on planning to run an article on the



7 Reasons Why CONVENTIONS are a success at THE DRAKE

Convenient location—on the shores of beautiful Lake Michigan.

Banquet facilities for 750, plus 25 meeting rooms that accommodate 25 to 800 persons.

Experienced personnel—to complete arrangements to make your convention a success.

3 famous dining rooms...the moderately priced Oak Room, the atmospheric Cape Cod Room and the distinctive Camellia House.

600 sleeping rooms.

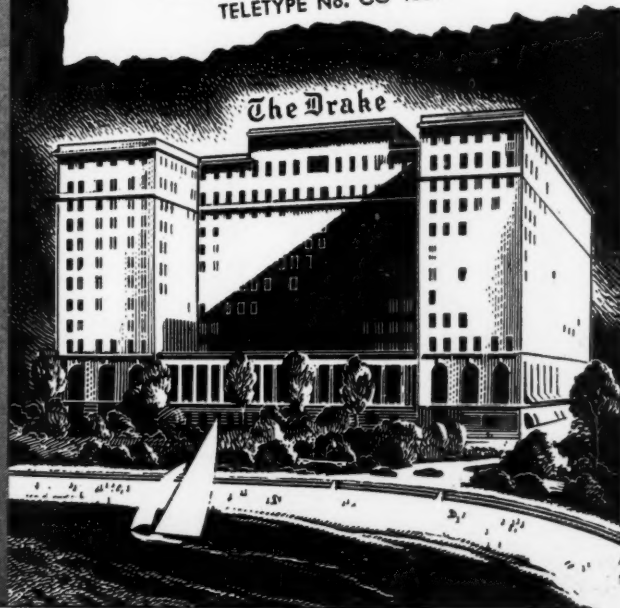
Owner Management that provides personalized service.

Quiet dignity.

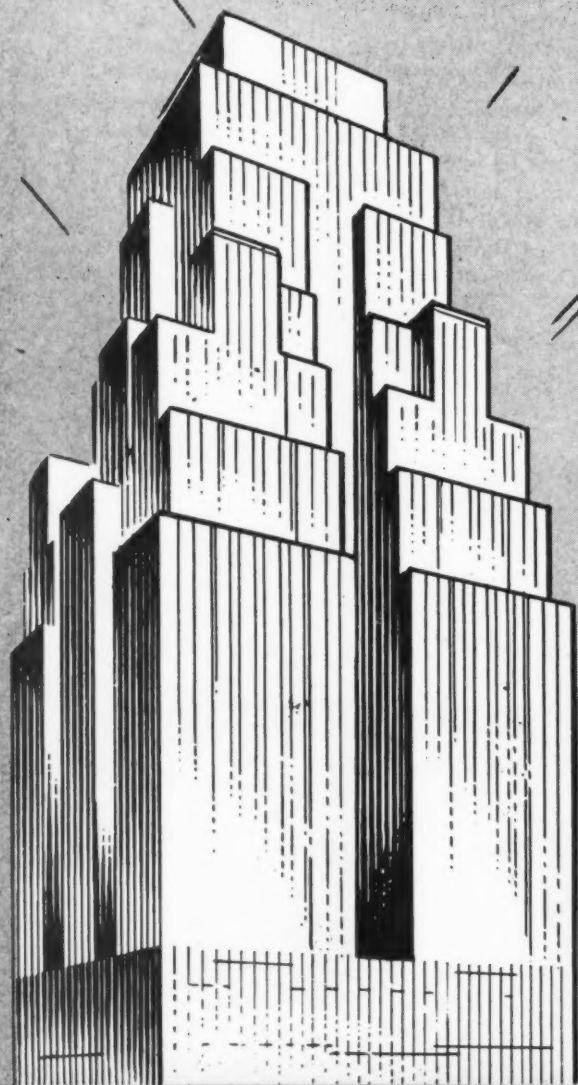
On file are many voluntary complimentary letters that may be seen on request.

The **DRAKE**
Chicago

E. L. Brashears, President
Dick Flynn, Vice-President—Sales
TELETYPE No. CG 1586



THIS HOTEL OFFERS UNEXCELLED VALUE!



CONVENTION GROUPS, large and small, now recognize that the New Yorker offers more real hotel value than ever. By any yardstick you choose—location, service, cost, convention “know-how”—this is now New York’s outstanding popular-priced convention hotel. A wide range of air-conditioned meeting and banquet rooms, ample exhibit space and specially trained personnel make *every* group meeting a success. When you consider New York, consider the New Yorker because it offers you unexcelled value!

For detailed convention information, write to D. W. Carlton, Director of Sales and Advertising.

NEW YORKER

Frank L. Andrews, Pres. Gene Voit, General Manager

WRITE US TODAY FOR THE HOTEL NEW YORKER CONVENTION PLAN
34TH STREET AT EIGHTH AVENUE, NEW YORK 1, N. Y. DIRECT TUNNEL CONNECTION TO PENNSYLVANIA STATION

simple turntable, how it works, what it can do and how to use it? By the time Ed Burnett, sales manager, Gale Dorothea Mechanisms, completed the article, it was 26 pages, four large charts and six photographs long. Because it was too long to run and too complete to chop apart, it couldn't be used. If enough requests for the article come in, we might mimeograph it for those interested in knowing just about all there is to know about turntables.

Helping Dealers Exhibit

General Motors Truck and Coach Division is "fair" minded and hopes its dealers will be the same. GM plans to exhibit at more than a half dozen fairs and is preparing a booklet for its dealers telling how to take advantage of fairs and shows. The booklet is going to point out the values of exhibiting and offer tips on how to plan exhibits and participate in fairs and shows.

Fair Takes the Count

With liabilities listed at \$80,000 and assets totaling only \$18,000, the Chicago International Trade Fair threw in the towel before its second round. The first fair was held in August, 1950.

A petition for voluntary bankruptcy was approved by Judge William J. Campbell, U. S. District Court, Chicago, and substantiated rumors that the fair was on the ropes.

While the first fair was a success in some respects and a failure in others, many believed the difficulties might be ironed out. But, apparently management couldn't crawl out from under the weight of the problems.

A number of reasons were given for the K.O. Lack of support from the community, the changing international situation and foreign currency balances were the generalities offered.

Whatever the causes may have been for the fair's failing to grow to maturity, with its collapse goes the chance of establishing an international trade fair in this country for many years. As far as foreign exhibitors are concerned, the test here failed and it will take years to remove that stigma, should another group attempt an international fair again.

ROBERT LETWIN
Editor



LYON has served conventions and trade shows on the West Coast for many years, and is frequently named the official hauling contractor.

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NOTICE TO READERS

If you are sometimes faced with the difficulty of obtaining suitable entertainment for your meetings on short notice, get the list now being prepared of entertainment bureaus specializing in supplying talent for conventions. The list will cover bureaus in major convention cities throughout the country and may be had free by writing: Readers' Service Bureau, Sales Meetings, 110 The Essex, Philadelphia 7, Pa.

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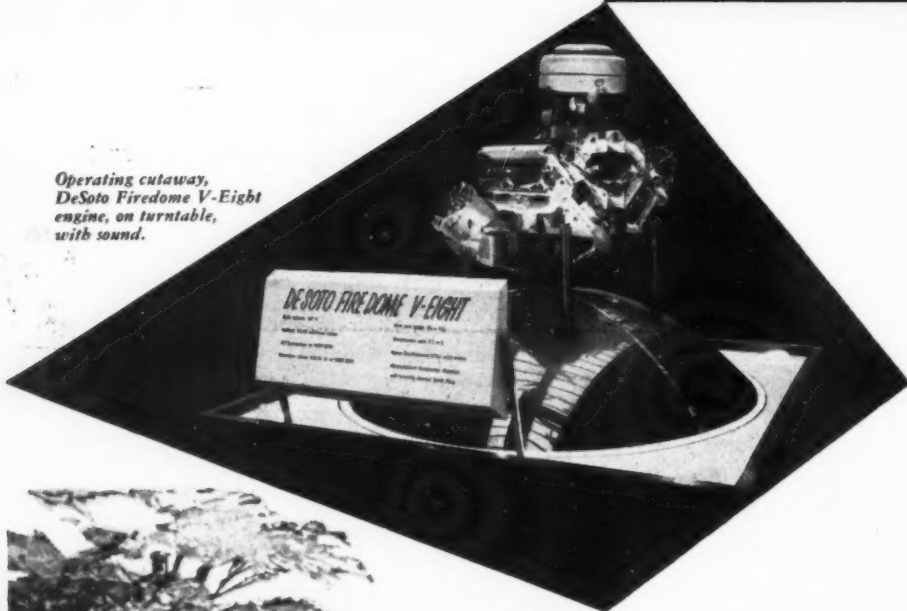
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new product announcements,
sales and advertising pro-
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meetings.



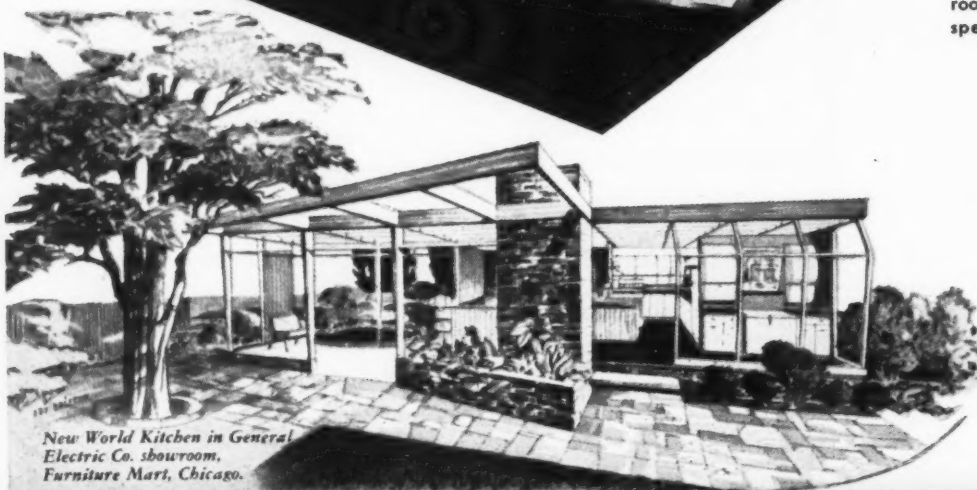
*International Harvester distributor meeting
announcing a new line of products.*

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DeSoto Firedome V-Eight
engine, on turntable,
with sound.*



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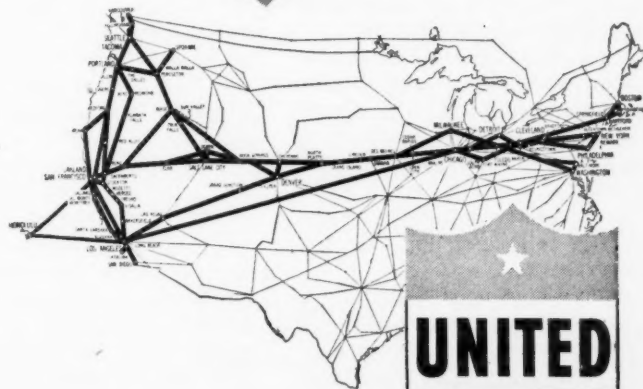


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REPORT NO. 009885		BUSINESS SHOW INTERVIEW TO BE FILLED IN AT EXHIBIT AND SUBMITTED IMMEDIATELY TO WHO		RETURN TO BUSINESS SHOWS DEPT. - WHO		FOLLOW UP INTERVIEW		IBM	
COMPANY OR PROSPECT NAME <i>Acme Corporation</i> CITY <i>120 Broadway - New York City</i> NAME OF PERSON INTERVIEWED <i>Mr. Bruce Benson</i> TITLE <i>Vice President</i> BILLING AND ACCOUNTS RESPONSIBLE <i>Manual Method</i> CALL FOR APPOINTMENT <i>Very</i> INTEREST IN IBM SYSTEM <i>6-17-52</i>				SALESMAN 1. MAKE FOLLOW-UP CALL AT ONCE. 2. RECORD INFORMATION BELOW. 3. RETURN CARD IMMEDIATELY TO WHO.				POINTS SOLD (ONE-TENTH FRACTIONS) 0 0 0 0 1 1 1 1 2 2 2 2 3 3 3 3 4 4 4 4 5 5 5 5 6 6 6 6 7 7 7 7 8 8 8 8 9 9 9 9	
DATE OF CALL HAS THIS PROSPECT BEEN PREVIOUSLY CONTACTED? YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>				MARK SENSE PROSPECT STATUS POOR - NO PROSPECT <input type="checkbox"/> POOR FAIR - POSSIBLE SALE <input type="checkbox"/> FAIR GOOD - PENDING BUSINESS OR COMPLETED SALE <input type="checkbox"/> GOOD				DESCRIPTION OF EQUIPMENT SOLD OR POTENTIAL SALE (FAM) <input type="checkbox"/> (LIT) <input type="checkbox"/> (ET) <input type="checkbox"/>	
PHONE * <i>74771</i> CUN * <i>P.A. Thomas</i>				ADDITIONAL COMMENTS ON REVERSE SIDE				MARK SENSE DIVISION AND POINTS SOLD	

IMMEDIATELY FOLLOWING a booth interview, an IBM salesman is required to complete the left-hand portion of this interview card. A salesman in the field completes the right-hand portion. The pencil marks made in the small elliptical areas are read by an electronic card punch machine.

What Do You Do with Sales Leads You Get at Trade Shows?

The average company seems to do little to follow up contacts made in its booth. Successful exhibitors mail, rather than hand out, literature; scrupulously follow up inquiries; know exactly what sales originate from show participation.

BY JOHN T. FOSDICK • Research Editor

The number of companies that maintain only the barest semblance of a system, or no system at all, for following up sales leads obtained at trade shows is shocking. Methods of following up inquiries are poles apart even among the largest companies.

It makes little business sense to spend huge sums stimulating interest in your product at a trade show and then fail to follow through actively, but that's what many companies do. On the other side of the fence are the exhibitors who have thorough systems for not only following up leads but analyzing results.

Invariably the companies that score the greatest successes from their trade show participation are those who carefully cultivate leads in their booths, make accurate records of the contacts, follow up quickly and maintain checks on results obtained. This relationship between good follow-

through and exhibiting success was graphically pointed out in the entries for the Exhibits Award of the National Industrial Advertisers Association. Most of the exhibitors entering the contest for the best exhibiting program of the year utilize a complete system for advising salesmen in the field of contacts made at shows and requiring salesmen to report back on these contacts.

Contrast the entries in the N.I.A.A. contest with the average exhibitor in a typical show and the job that can be done and the job that is most frequently being done leaves a mighty gap. Here is what one large exhibitor does after a literature request card is filled out in his booth: The card is sent to the company's Direct Mail Circulation Department, the literature requested is mailed and the card thrown away. The name is not checked against regular mailing

lists, no record is kept of inquiries, notice of an inquiry never reaches a salesman.

This is the "system" this same company uses for handling booth inquiries: When a visitor to the booth inquires about a product, if the salesmen handling the territory of the visitor is not present, he talks to the man present best fitted to answer his question. That man then tells the proper salesman about the inquiry "the next time he sees him." No standard report form is used and the salesman making the contact is not required to take notes. The product sales manager or advertising department is not informed of the inquiry. How often information is passed by one salesman to the other "the next time he sees him" is problematical. This, mind you, is a large industrial manufacturer—among the largest in its field.

By way of contrast, here is the system used by the International Business Machine Corp. to follow up inquiries and interest expressed at a show: Each salesman at a show is given a book of serially numbered interview report cards. Salesmen are instructed to prepare an interview record for each significant interview. Each card must be completed with the interviewer's identification number and signature.

After each show, the interview cards go to the IBM World Headquarters for coding. Here the number



THE OPERATOR of this IBM card punching machine reads the exhibit interview reports and translates the data into punched holes. From this point on, the interview reports are processed by electric and electronic machines. All interview records are filed.

is assigned of the sales office to which the account would belong. The card then goes to the statistical section where a statistical card is punched from the information contained on the interview card. The statistical card contains the prospect's name, the product of interest, the branch office number, report number, show number and salesman's number.

From the statistical section the original cards are sent to the sales managers of the branches involved along with a covering letter. A salesman in the branch office is given the original interview report card and immediately makes a follow-up call. He completes the interview card using a mark-sensing pencil. The completed interview card with follow-up information is then sent to headquarters.

At headquarters the card is matched against the statistical card. If after 45 days a branch office has not returned an original interview card—indicating no follow-up—a supplementary card is punched and sent to the branch manager for checking to see why no follow-up has been made.

All returned interview cards are sorted into three groups: (a) no prospect, (b) possible sale, (c) sale pending or completed. Those in group "a" and "c" are filed for later reference. A new prospect card is made up for those in group "b".

Original interview and supplementary cards are filed and statistical cards are stored.

In addition to this system of following up leads, the local branch sales

manager is required to visit the show and fill out an IBM Exhibit Report form. This is a show evaluation report.

Based upon the Exhibit Report and the results of the follow-up system, decisions are made as to which shows are worth continuing and on what frequency (i.e., every show, every other show, etc.) Cities in which the shows are staged are rated. It is this city rating that prompts IBM to go into a show in one city and skip the same show when it moves to another city that has proven less effective in the past.

At the close of each show a list of interview leads is automatically prepared from the punched cards with copies going to the district sales manager in whose district the show was held and to the divisional (product) sales managers. Periodically the results of the follow-up information—also on punched cards—are quickly processed on IBM machines to give totals of business resulting from each show. This reveals each show's effectiveness and direct return on its corresponding expenditure.

Several conclusions can be drawn from direct interviews with more than 30 sales managers and advertising managers, as well as reviewing the entries in N.I.A.A.'s exhibiting contest:

1. There is a strong trend toward making visitors register at a booth to have literature mailed to them rather than distributing literature at a show.

2. After mailing requested literature, the average company does not make full use of the inquiry contacts.

3. Exhibitors that maintain a good follow-up system on leads are shrewder in their selection of shows, can justify exhibit expenditures and have statistical proof of show value.

There are five good reasons for instituting a literature request system in a booth rather than giving away literature indiscriminately. These reasons prompt the trend toward mailing information to a prospect's office:

1. Literature requests indicate where the greatest interest of show visitors lie.

2. A good mailing list can be compiled from requests.

3. Inquiries make good sales leads.

4. Literature is getting more elaborate and more costly to produce.

5. The problems of shipping and handling literature at shows are reduced or eliminated.

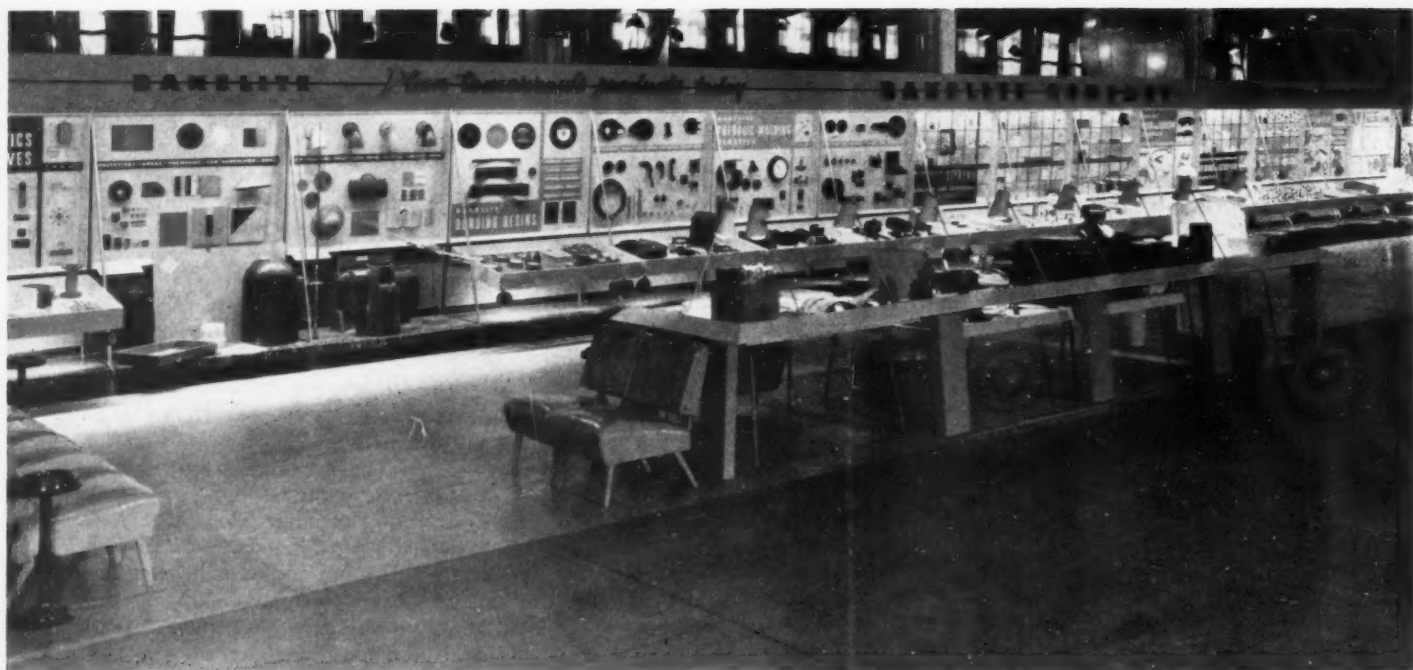
Some companies have good reason for not following the mailing-of-literature trend. Smith, Kline & French Laboratories, as do most pharmaceutical companies, give away literature at shows. The company does not seek literature inquiries because its staff of detail men are constantly calling on all doctors on a regular basis. However, the total number of inquiries made by doctors in the company's booth is recorded along with the number of products discussed and interesting comments. At the end of each month, statistics on all "details," with a separate heading under shows, are reported to the entire sales force.

Many of the literature request cards now used by exhibitors provide a place to check if the visitor is interested in having a salesman call. The Linde Air Products Co. uses such a card. When the visitor checks that he wants to see a sales engineer, a follow-up call is made at once. If, however, the registrant merely requests literature, this is mailed at once and the salesman in his territory is supposed to call personally next time he is in the vicinity. He is not required, however, to make any special effort to see the prospect earlier.

Instead of mailing literature requests, a few companies have technical literature delivered by a sales engineer. This gives the representative entry into a prospect's office and determines immediately whether the prospect is a good one.

Because visitors often do not write legibly (some sales managers say "never"), one company asks visitors to drop their business cards into a box to have a complete set of technical literature sent to them. This elimi-

(Continued on page 71)



ENGINEERED FOR MULTIPLE USE, display units in Bakelite's module exhibit weigh one-third less than previous exhibits and ac-

count for a drastically reduced shipping bill. Two five-foot units are packed together. Furniture and accessories have their own cases.

Bakelite's New Module Exhibit Pays for Itself in Three Months

Units designed to fit spaces from 10 to 100 feet have the flexibility of an India rubberman and the utility of a dozen convention displays. Five-foot sections are perfect props for showing a multitude of products effectively at one time.

BY RUSS MATTHEWS
Sales Promotion Manager, Bakelite Co.

Bakelite Co.'s new module exhibit props have paid for themselves in operational economies in less than three months. In that time, Bakelite exhibited or helped customers exhibit products made of Bakelite or Vinylite plastic in half a dozen shows, sometimes in several cities at once. During three shows alone—the Packaging, Foundry and Plastics Industry exhibitions—nearly 4,000 samples from almost as many manufacturers were displayed on the versatile new props. The samples ranged

from engine cowlings for target planes to children's phonograph records; from foundry molds to kitchen curtains; from deodorant squeeze bottles to submarine cable insulation.

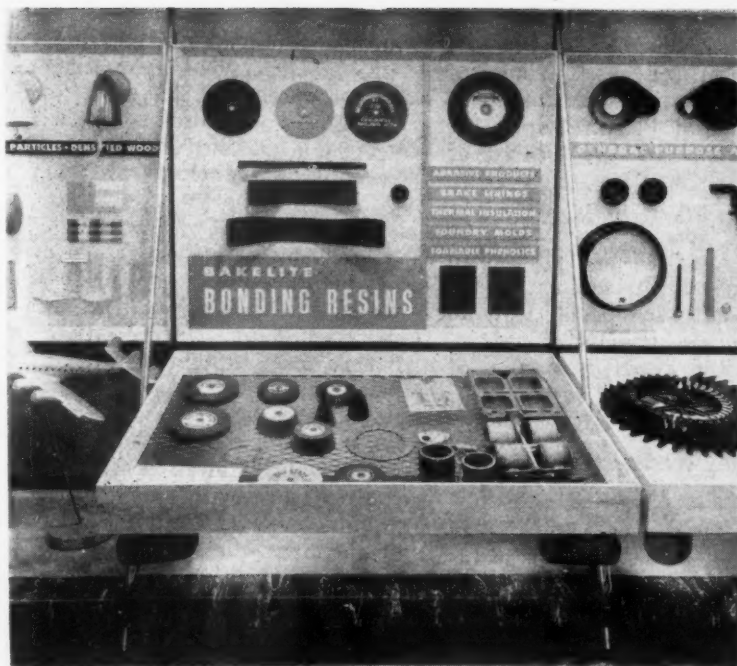
The new module exhibit props are made up in units each five feet wide. They were co-designed by the writer and Gene Ross, Ivel Construction Corp., Corona, N. Y. They were also built by that company. At present, Bakelite has 20 of the new units, enough for a running display

any length in multiples of five feet up to 100 feet.

At the National Plastics Exposition, Philadelphia, in March, Bakelite exhibited hundreds of products mounted on 16 of the module units running 80 feet in length. At the same time, two of Bakelite's customers—the Magnus Harmonica Corp. and the U. S. Fiber and Plastics Corp.—each used two of the units to display wares at the annual toy producers' show in New York City. Ten of the module units used in the plastics show were sent on to Atlantic City to serve as basic units of the Bakelite exhibit at the National Packaging Exposition.

Bakelite's new display units are more flexible, more mobile and more economical than their predecessors, also module type, that are still being used for some display purposes. Here are some advantages of the new module exhibit units:

1. The module unit can be used to display effectively a wide variety of objects. The platform and frames can be assembled in many different arrangements, while removable



WIRE MESH inserted into interchangeable display frames allow rough samples to be shown on top and heavy samples on the lighted shelf below.



TWO WORKMEN can assemble all parts of the exhibit with ease. Bolts and wing-nuts hold wall frames to tubular frames.

mounting boards of many different types fit into the frames.

2. Production efficiency and economy are increased by the use of sample mounting boards that can be incorporated into the module unit frames when they are assembled on the exhibit floor.

3. Transportation, assembly and use of the units in small as well as large combinations are facilitated by the packaging of two complete module exhibit units in specially constructed cases.

4. Weight of the new module units, packed for shipping, is 2,120 pounds—one-third less than that of the old units—which eases shipping, handling and assembling operations.

5. Electrical connections and wiring are simplified by a unitized system in which a single distribution box connected to the main power system supplies the lighting and power needs of a multiple number of module units.

The versatile module exhibit unit consists of a platform, counter frame, wall frame and supplementary filler pieces—all of modular width—that are attached with bolts and wing-nuts between two tubular steel end-frames. Strategically placed holes in the end-frames permit vertical, angular and horizontal mounting of the display surfaces at varying heights and in different combinations. A modular-length header strip, extended forward on steel tubes, attached to the tops of the end-frames, supports concealed lights and a headline message.



WITH 20 UNITS Bakelite can enter several shows at once or lend units to its customers like Magnus Harmonica Corp. Magnus and U. S. Fibre and Plastic Corp. each used two of the five-foot units at the Toy Show while Bakelite exhibited at the Plastics Show.

Shaped like an upright letter "A" with an extra cross-bar near the base, the end-frames stand about eight feet high at the apex. The legs are 33 inches apart at the base.

A staunch wooden platform of modular width and about three feet deep, with a front edge of durable, easily-cleaned Vinylite plastic, is usually mounted horizontally at ankle height between the frames. Objects too large or too heavy for display in the modular counter or wall frames can be exhibited from this platform. In other set-ups, the plat-

form serves as a light reflector.

Changeable display surfaces are an important feature of the modular-width counter frame, which is three feet deep, and wall frame, which is almost four feet high. Made of solid oak wood six inches wide with natural grain finish, these frames have separate inner frames to which different types of display surfaces may be attached with screws before the inner frame is seated and the two wooden frames secured with bolts and wing-nuts to the steel end-frames.

One display surface which has

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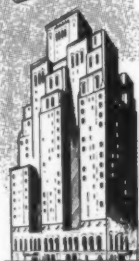
- Runs at any speed from 1 to 20 RPM.
- Clockwise or counterclockwise.
- Instantly reversible.
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- Speed can be doubled or halved . . . with flick of a switch.
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proved very useful for mounting sample products made of Bakelite and Vinylite plastic is itself made of Vinylite plastic rigid sheet, produced by the Scranton Plastic Laminating Co., Scranton, Pa. A pattern of small holes spaced an inch apart over the surface facilitates mounting samples for vertical display or securing horizontal display samples to prevent removal. In addition, translucency of the laminated Vinylite plastic permits illuminating the samples from the rear or bottom to avoid distracting glare.

Handles Heavy Samples

Another surface used to display rough articles, such as foundry molds on the horizontal counter frame, is composed of a flat metal grid through which the samples can be illuminated with light reflected from the bottom platform. Heavy samples displayed on the bottom platform can also be seen through this counter frame grid.

Separate framing for small, lightweight items is provided by a grid of thin metal rods arranged in eight-inch squares and seated between the outer and inner sections of the wall frame. The inner section is reversed to provide several inches of space between the grid and the perforated back surface. Small samples can then be set on transparent shelves attached to base rods of the various grid squares, increasing their attention value considerably.

A bottom filler piece about two feet high and a top filler about 16 inches high (to which the display header is attached) complete the modular width sections bolted directly to the end-frames.

Three Arrangements

Here are three of the many arrangements in which the stand-up display modules may be set up:

1. Wall frame and bottom filler bolted to rear legs of end-frames; counter frame bolted to top cross-bars of end-frames; platform bolted to bottom crossbars of end-frames. Display illuminated by header lamps directed at counter and by lamps attached to bottom of counter, throwing reflected light up through counter display surface.

2. Wall frame and bottom filler bolted to front legs of end-frames. Illuminated by header lamps.

3. Counter frame bolted to top cross-bars of end-frames; bottom filler bolted to front legs of end-

frames. Display illuminated by header lamps. In this arrangement, the stand-up display can also serve as a sales counter.

Construction Details

Holes a foot from each end of the top filler receive the one-inch diameter pipe sections to which the header is attached by flanges. Both the flanged holes at the front and the holes at the rear of the filler piece are slightly larger in diameter than the pipe, and the rear holes are centered slightly lower than the front ones. Thus, with the bracket and thumbscrew over the hole at the rear of the filler the header can be adjusted to the desired distance and the pipe itself held parallel with the floor despite the angle at which the filler is bolted to the end-frame.

The modular-width header front is 16 inches deep and slotted horizontally to receive headline letters or signs. Holes at each end permit attaching the module headers with bolts and wing-nuts so that headline messages are limited only by the length of the stand-up display. Each header unit is equipped to hold up to six 150-watt lamps in varying positions to illuminate the display. The power cable runs through one of the header support pipes.

Unitized Wiring

Electric wiring and connections for the stand-up displays have been unitized. The basic unit is a distribution box that can be connected into the usual 220-volt three-phase power supply available at convention halls.

The distribution box provides 110-volt current through 20-amp fuses to eight leads, serving multiple module units. The box supplies a maximum of 16,000 watts and more boxes may be added as needed. Ten-foot wires with twist locks at each end, molded of Bakelite phenolic plastic by Harvey Hubbell, Inc., Bridgeport, Conn., connect the distribution box leads to four plug outlets at the rear of each display unit.

Supplementary to the stand-up units are module display tables with four-by-five-foot tops and detachable legs for eight 24 or 30-inch standing heights. Overlays of table-top size provide bases for mounting display items without damaging the tables. A sturdy sectional railing can be set up around any unit of the display.

It is often used to support long-necked lamps for illuminating the display tables, wiring being concealed beneath the railing. Extra cabinets and turntables used in Bakelite exhibits are also made in module size. Floor tiles nine inches square, easy to lay with two-faced adhesive tape and just as easy to remove, are made of tough, long-wearing Vinylite plastic that is easy to wash clean.

Large packing cases have been specially constructed to carry multiples of the module display units (two stand-up units are packed together, for example), and the cases serve as handy closets during the exhibit. Extra equipment such as nuts, bolts, fuses, lighting cords, etc., are packed in sectionalized boxes and accompany each set.

Props for two of Bakelite's new module-type, stand-up display units, packed together for shipping, weigh one-third less than the display props that they replaced. Here are the comparative weights (including shipping cases):

	Old (lbs.)	New (lbs.)
Platforms	975	560
Walls	373	
Headers	740	
Lights	205	280
Supports	290	
Panels	650	
	3,233	2,120

The products made of Bakelite and Vinylite plastics are, of course, the points to which attention is to be drawn. Display units in the Bakelite exhibit are designed to support a wide variety of products and to direct attention to them rather than to the units themselves. In long or short combinations for large or small exhibit spaces, the units are set up in straight lines to guide the flow of traffic and at the same time display a maximum number of items. The many diverse set-ups of individual module units employed to present the products of various size and shape contribute to the over-all display interest. Arrangements with tables, railings, turntables, cabinets and chairs provide the finishing touches.

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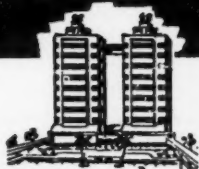
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Managing Dir.

Jack Parker
Managing Dir.

Gambled and Won . . .

on whether to plan an elaborate launching of its new products with advance buildup or get to the dealer with a simple, informal presentation before the peak of the buying season was over. With split-second timing, four simultaneous meetings were put on—each in different towns throughout the company's far western districts—with the result . . .



New Line on the Market Overnight After Sales Meetings Hit the Road

Pabco Products Inc. had to work fast to get the jump on competition. Word-of-mouth invitations brought the dealers to the meetings and before they left, they were asked for orders. Salesmen filled their order books on the spot.

Based on an interview by Elsa Gidlow with

WILLIAM C. BEDDOE

*Sales Publicity and Training Supervisor, Pabco Products Inc.**

When a company has a highly salesworthy new product ready for the market in mid-season, is it better to hold off on the formal launching of it to allow plenty of time for advance preparation of salesmen and dealers? Or are there competitive advantages in getting it out fast in spite of the late start and lack of opportunity for elaborate preparation?

In such a situation recently, Pabco Products Inc. thought that the odds were in favor of an immediate introduction because of the enthusiasm that could be called into play. The

*San Francisco, Calif.

problem was: How do you prepare salesmen and present the new items to customers in a hurry? Executives of the company's sales headquarters in San Francisco believed the answer was sales meetings. But to do the products full justice, well planned and cleverly staged meetings were required. A few weeks were available at most before selling was to start. With the vast distances to be covered—the far western states—as an additional handicap, how could the mechanical details of putting on effective meetings be handled in so short a time without botching the program?

"If we were to do it successfully," comments William C. Beddoe, sales publicity and training supervisor, "It looked like a matter of split-second timing." And split-second timing it was.

We have all experienced parties got up on the spur of the moment that topped by a long way others long and elaborately planned. This Pabco new-product sales meeting was like that . . . except that the planning was more detailed and exact, if anything, than for meetings allowing for longer advance preparation of field personnel and of customer build-up. The Pabco technique is well worth studying by those who may have a similar problem.

We shall analyze the *why* of the meetings; the advance planning; the props and tools; the difficulties and problems and how overcome; the method of presentation . . . and see how the expert handling of a hard problem paid off.

The product to be introduced was a newly-styled line of an old product, Pabco asbestos-cement roofing and siding shingles. The features of the new product were new colors and a new graining ("Western colors and California styling . . . for western



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El Panama

living . . .") This was a step in a larger program to tie together all Pabco products used in construction and decoration of homes with harmonizing colors and styling. "Related in color—related in use" was the original selling slogan. The program commenced several years ago with the introduction of California Originals Linoleum, progressed to include paints and building materials, and late last year proceeded to the next

step when the shingles were modernized.

The shingles were ready for market by the middle of last Fall. Buying of this type of product normally starts earlier. Customers were already weighing the relative merits of competing products. It was necessary to get going fast.

Pabco's sales organization decided to exploit the surprise element, capitalize on the enthusiasm they felt

certain the new product could arouse if properly presented, and to this end use plenty of discreet showmanship.

They planned a series of meetings to be held simultaneously in their four far western districts. Four identical sets of meetings were arranged to play the towns within the districts, road show style, on successive days or as close together as geography permitted.

No Meetings for Salesmen

The meetings were aimed at the people who would be buying the product to be introduced—contractors, wholesalers, lumber and building materials dealers, and their key salesmen. Instead of having one set of meetings first to introduce the product to Pabco's own salesmen, with dealer meetings following, salesmen were quickly briefed in advance by their district managers, were given letters and literature, and the actual "unveiling" of the new product was effected at the single meeting before Pabco salesmen and their prospects and customers alike.

The four district managers scheduled the series of meetings in their respective territories. If a district manager was not in a position to m.c. all of the meetings, he was aided by his assistant, or by the local asbestos-cement sales supervisor. The regions covered were Washington, Oregon, California, Colorado, Utah, Arizona, New Mexico, Montana and Idaho.

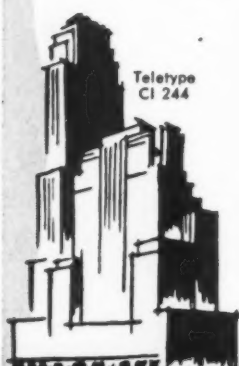
The medium for the meeting was a combination cocktail party and buffet supper. Each separate party or meeting brought together anywhere from 50 to 100 persons or more, depending on the size of the town or trading area. In some places hotel accommodations were used, in others a building trades hall or builders' exchange headquarters.

All invitations went out by word of mouth. This was necessary because of the shortness of the time, but it contributed to the sense of an informal party and also made possible the conveying of a promise of something interesting to take place, of a "surprise", of something that it would be to the advantage of the invited guest to know about. The invitations were personally tendered by local Pabco representatives to their key customers or prospects, by company district managers or executives in certain instances, and by Pabco wholesalers who telephoned or otherwise personally contacted their pet customers. All those responsible for giving the invitations understood that if the

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Robert I. D. Straus,
General Manager

specific individual in a concern most desired to be present was tied up, he should be asked to send a substitute.

Everyone Present

"In this way," says Mr. Beddoe, "not only were we able to get word of the meetings around very quickly, but we had practically everyone we wanted present, right down to the salesmen in a dealer organization."

The plan was to make the presentation of the new product as dramatic as possible. Another aim was to convey the sense of quality, beauty and elegance. At the same time simplicity was essential, both because of the need for strict timing and the breadth of territory to be covered quickly. A functional display was required, one that should present no difficulties in transportation and handling. Pabco designed one that admirably did the job. It folded into a crate measuring three feet by six feet, weighed about 150 pounds crated, was easily handled and moved by two men, could be set up or knocked down by a couple of salesmen in 10 minutes, and transported easily from place to place on a small trailer attached to the back of a passenger automobile. No tools, not even a screwdriver, were needed to put it up or take it down.

Six-Foot Panel

It consisted of a six-foot-high plywood panel covered with black felt. Roofing shingles and siding shingles were mounted on two sections of masonite in such a way as to simulate a three-dimensional glimpse of the roof and side wall of a house. These were hinged to fold and lie flat when the display was crated, and the main panel also folded. The range of color of the new product was demonstrated with additional color pieces of the roofing and the siding attached to the main panel with wing nuts.

Block letters to spell "Pabco" and "Asbestos-Cement", "Roofing" and "Siding" were attached above and to the panel, also with wing nuts. The panel with its attachments was held upright on an iron floor easel. W. H. C. Cook, in the design department of the company, designed the display which was made for Pabco by Wilson Metal Specialties, Oakland. Four of the displays were made, for routing with the meetings scheduled in the four districts.

Auxiliary properties were: four spotlights, extension cords, and mul-

tiple electric plugs. A microphone was added when, in a preliminary meeting, it was found that the m.c.'s voice did not carry well enough in certain halls and that it would be advisable in some places to use a public address system. The latter usually was found to be available in hotels or halls used, or easily available locally.

The only other property was a complete and detailed script prepared at Pabco home office, providing an outline for the talk introducing the new product, and staging directions

for the presentation.

"Generally," says Mr. Beddoe, "we do not believe in giving our people any sort of set speech to use in meetings or selling. The reason for providing scripts in this case was the necessity for speed, for conveying the same story to many persons simultaneously in widely separated areas, and having it accurately and expertly handled, regardless of who was in charge of the meeting." Actually, the script was an outline. The man giving the presentation had am-



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Tailored for Mobility

Public transportation could not possibly have moved the display paraphernalia fast enough and with sufficient dependability for the split-second timing of the four series of meetings, therefore, the display was tailored for mobility, ease of handling, and auto-trailer transportation by the firm's own men.

The meetings had to be put on in halls or hotel rooms on short notice in the minimum of time with what facilities could be had in the chosen town. The presentation, therefore, was reduced to the simplest possible terms and accompanied with a script that made it possible for any Pabco representative experienced in selling and handling a group to put it on successfully.

How did the meetings go off in practice? The outline of a presentation will show.

The introduction of the new line and the brief program accompanying it followed upon the relaxing cocktail hour and buffet meal. In that mellow moment before the glow had worn off, the man in charge of the meeting prepared for the little show. Throughout the party the display had been kept hidden. Depending upon the facilities, it was either concealed behind a curtain on wire, or simply covered with a black cloth which could be whisked aside dramatically. This simple bit of staging was highly effective in arousing curiosity.

The m.c., whether district manager, assistant, or asbestos-cement sales supervisor, commenced by telling the *why* of the meeting. Quickly he sketched the "related in color, related in use" program, its progress to date, the role of Pabco research in meeting the newly generated consumer demand for building and home decoration materials that harmonize in color and styling, and the role of

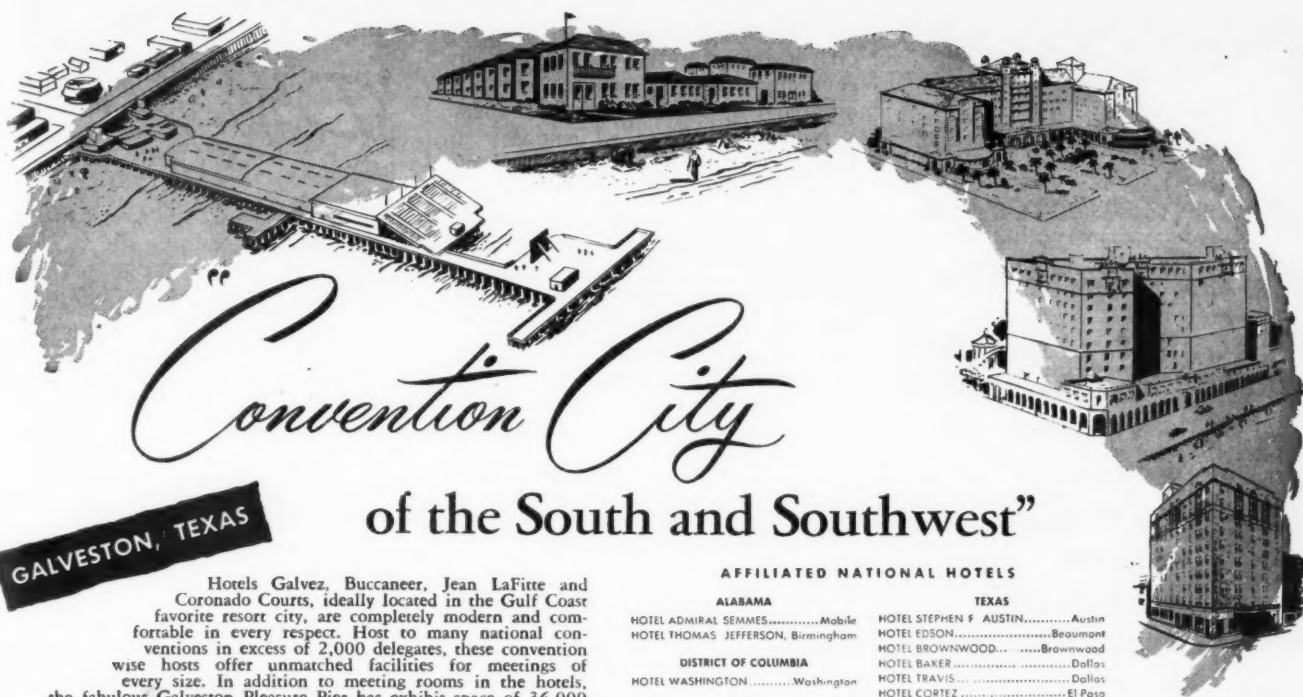
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the dealer who wished to capitalize on the opportunity this provided by equipping himself to sell all, not just one or two, of the related products.

Now, the intensified emphasis as the moment approached to reveal the new product. "There is an increasing demand for well-thought-out western styled color in siding and roofing," the m.c. continued. "Pabco now has it!—is the first—anywhere—to present a line of asbestos-cement siding and roof shingles styled to the requirements of the market."

The Showmanship

After two sentences stressing quality, "exciting new colors" and a couple of technical facts ("The new shingles are all autoclave-cured and acid-proofed for lasting loveliness—the colors are *locked-in* to keep their beauty for years."), came the showmanship.

The room lights were turned off and four spotlights, two above the display, two below, were turned on as the speaker drew the curtain (or flicked off the concealing cloth) to reveal the display. After a dramatic pause, the speaker went on to the verbal presentation. He emphasized modernity of styling; pointed to the colors of the California Originals siding (Sonora tan, Sierra silver, Coronada green, Shasta white, Yosemite granite) and how it was designed to harmonize with those of the Forty-Niner roofing (El Dorado brown, Feather River red, Donner slate, Marin green, Lassen white) and to the new graining.

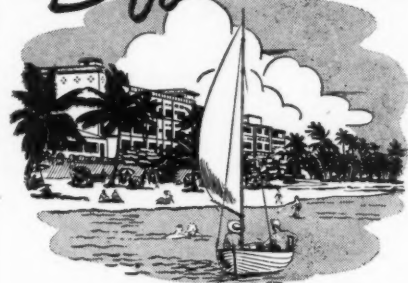
"See how its clever vertical striation effectively hides the lateral joining of the shingle to give a beautiful unbroken architectural line to the courses. Both siding and roofing have the same novel graining... enable you to sell a matched roofing and siding job that is architecturally correct and harmonious... The new roofing shingle is specially designed for western architecture and western living."

Now, four construction advantages of the shingles were quickly given and the speaker proceeded to the user's role in presenting the new Pabco line to the public. They would not, he reminded, "be talking to uninformed people." The coming issue of *Sunset* magazine would introduce it to the expectant consumer. And what about the dealer's selling tools? They were presented as dramatically as the product.

1. "This blow-up of that *Sunset* ad is one of your tools for capitalizing

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FREE RADIO
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WRITE FOR FULL INFORMATION.
Hal Austin, Manager

on the recognition of a western-advertised line."

2. "This dominant banner can shout from your place of business that *you* have this exciting new line of siding and roof colors" (usable for window, outside of store, sides of trucks, etc.).

3. "This announcement is yours to send to a selected list of prospects."

4. "This floor stand will serve the dual purpose of acting as a silent salesman to casual shoppers, or to become a most eloquent salesman when your personnel use it as a very effective demonstration unit to real prospects."

5. "This carrying case will be furnished for your door-to-door men who carry to the ultimate consumer the great news about this sensational new Pabco line. The case is easily handled and the samples are readily available for that important moment when the customer says, 'Now, I wonder which color I should use for my house?' There's a signal for a fast close if I ever heard one."

Notice, the speaker has been subtly leading into the dealer's selling role—in effect, handing the product to the dealer and his salesmen, say-

ing: "Here are the tools. Go to it."

6. "For the boys who like to emphasize the quality story of this new line—and who doesn't?—we have here a device that will really do the trick. Have you ever seen the reverent way a jeweller shows a diamond on a piece of rich velvet? We have here the same technique—adapted to show the new Pabco Asbestos-Cement against a royal velvet setting. Isn't that a clincher?"

Ask for Orders

And now, the close: "You are all smart businessmen. You know that the greatest value of a new product is found in its immediate exploitation. We are ready for you. We have prepared ample stocks in all of these exciting colors—both siding and roof shingles—and can make shipment starting tomorrow morning. Your regular Pabco salesman is in the audience, ready to take care of your requirements—speedily and efficiently. . . . Thank you."

Says Mr. Beddoe: "I've never seen anything like the enthusiasm these meetings generated instantly for the

new product."

The results can be told in a few words. Mechanically, the scheduling of the meetings was a great success. Every important trading area in the vast far western territory was covered inside of a month.

Next, the objective of the meeting was spectacularly achieved. "Practically overnight," Beddoe says, "we were able to have the firms we wanted carrying the new product instead of the old and selling it with enthusiasm instead of routinely. What's more, the enthusiasm was sustained and carried through into the field."

The impact of the meetings was such that throughout the entire western territory they gave a strong shot-in-the-arm to the building materials business. So much so that for a time the factory was under a strain to meet the flood of orders for the new line. And sales have held up consistently since.

This seems to be evidence, Mr. Beddoe believes, that the exigencies of the situation dictated a simplicity and informality of approach which turned out to have a stronger appeal than a more elaborate show might have had.

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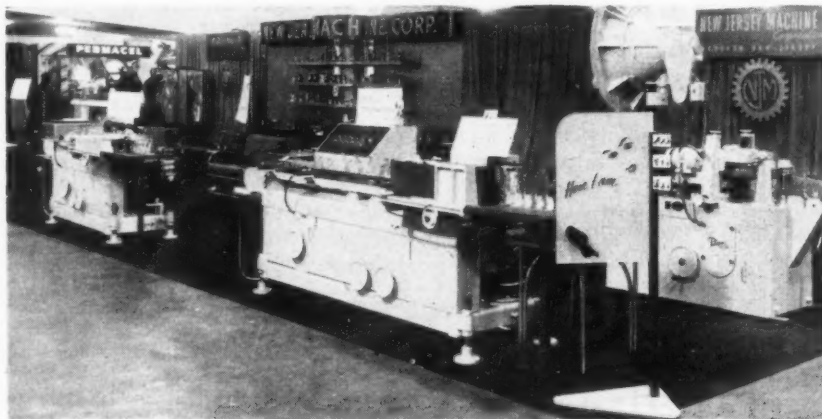
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THE PLAZA
SAN ANTONIO, TEXAS



STICKERS AND NAPKINS were everywhere. Almost every restaurant and bar in Atlantic City used napkins supplied by New Jersey Machine Corp. as part of its teaser campaign to create interest in its new machine. The stickers even found their way to the torsos of entertainers. Salesmen distributed 100,000 napkins and 15,000 stickers.



THE ANSWERS to the teasers were revealed in the company's booth. The face on the napkins was reproduced on a sign in front of the exhibit. The stickers were pasted on the signs identifying the machines on display as part of a family and indicated the origin of "The Famous 3." Much of the booth traffic was attributed to the campaign.

Teaser Promotion Helps Launch a New Product

New Jersey Machine Corp. had two problems: to introduce a new machine and to create "family" recognition. Its campaign before and during the Packaging Show solved them both and gave added enthusiasm to the salesmen as well.

When a rash of small stickers bearing the legend "The Famous 3" broke out all over Atlantic City during the National Packaging Exposition, it

might have appeared to be the work of some playful juveniles. But it wasn't the work of kids and it wasn't play. It was part of a cleverly laid

Based on an interview with
CHARLES RAYMOND,
 Sales Engineer, New Jersey Machine Corp.

plan to call attention to a new product being exhibited at the show.

For years the New Jersey Machine Corp. has manufactured the Pony Labelrite, a small, semi-automatic labeling machine that is well accepted in the industry. It also produces the Champion, a super high-speed automatic labeling machine. But, until recently, it had not produced a small, fully-automatic machine to do ordinary packaging work where speeds are not excessive and automatic operation is required.

The company wanted to introduce this new machine at the Packaging Show and recognized that it had to do something special to draw notice to the new equipment that would be among dozens of other companies' machines on display.

To take advantage of the prestige and acceptance accorded its other two machines, New Jersey Machine Corp. named the new addition the Challenger. The three names were then Pony, Challenger and Champion, indicating small, better and best, and identifying them as part of a family.

Started with Teaser Ads

The complete campaign to introduce the new machine and create family recognition started with a teaser advertising campaign in business papers announcing that New Jersey Machine had something new—but not saying what. In subsequent advertisements and through direct mailings, interest was built up in the new machine and finally the name was released, but still no information was given as to its operation or appearance.

The direct mailings included many small pieces of literature mentioning the Pony and Champion and the fact that the gap between the two was now being filled. A few days prior to the time people would leave to attend the Packaging Show, a "Curtain Raiser" piece of literature was mailed giving the operating specifications but still not revealing the appearance of the machine.

In the company's booth at the show the three machines were lined up in order of their speeds, and signs identified them by name and called them members of "The Famous 3" Label-Dri family. The term Label-Dri has

been applied to the company's process of labeling without glue, using heat-seal paper.

Preparing for the show opening, labels were printed boldly with "The Famous 3" in red and with recognizable groups of three. These labels showed the three monkeys (Hear No Evil, See No Evil, Speak No Evil), the three blind mice, the Three Musketeers, three kings, and of course, three horses to give the inkling that "Pony" was involved.

These labels were printed on heat-seal paper and were stuck to almost everything in Atlantic City, including the Boardwalk lamp posts, windows, backs of Boardwalk strollers and even waiters serving at banquets.

It was a source of constant amusement for New Jersey Machine's representatives to see in what daring location they could place the labels and several outstanding achievements were made. Among them was the display of three labels only, after a stripper at a local nightclub reached the climax of her act.

Ingenuity in finding places to paste labels was matched by the problem of using the labels on the windy Boardwalk. Because the labels must be heated to make them stick, matches soon proved to be useless. The call then went out to roundup all the Zippo lighters available at the nearest store so that the pasting operation could go on in the face of the small gale.

Napkin Invitations

Almost every restaurant, bar and cafe in town, as well as hotel dining rooms, used napkins distributed by New Jersey Machine salesmen. The napkins showed the eyes and red lips of a girl with the inscription: "Hello—come on over to see me." Upon unfolding the napkin two more faces of girls were shown with the copy: "I'm at booths 512, 616, 620. I'd like to introduce you to 3 honeys!"

About 100,000 napkins were distributed and 15,000 labels used. In addition to the label and napkin campaign, an invitation to visit booth 512 and inspect the new labeler was put in each mailbox in the Boardwalk hotels.

The front page of a local weekly paper carried a story and bold headlines proclaiming "A Miracle Machine" appears at the Packaging

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 Mr.
 Chairman

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Show. The story related how the bother of glue and its accompanying difficulties are eliminated by the new machine using heat-seal paper and that unheard of labeling speeds are obtained. Only in the last sentence of the article, on page eight, was New Jersey Machine mentioned. (A large-space ad placed by New Jersey Machine in the paper may have prompted the editor's enthusiasm for the big page-one story.)

Paper Under Every Door

This newspaper was distributed to all hotels and a copy was slipped under every door on the second night of the show. The portion of the front page not covered by the "miracle machine" was devoted to an article on heat-seal paper that makes the machine possible. Nashua Corp., manufacturer of the heat-seal paper, exhibited at the show and its booth number was included with those of New Jersey Machine's on the give-away napkins.

While the napkins carried no advertising, they appeared so often that visitors immediately associated the faces on the napkin with the plastic sign in front of New Jersey Machine's booth. Labels were pasted on various parts of the booth so that the label campaign throughout the city was tied in with the three machines being displayed.

The results of the promotion fell into line just as was anticipated. Visitors were impelled to stop at the New Jersey Machine booth to learn the meaning of the thousands of "The Famous 3" labels that seemed to be everywhere. The curiosity aroused by the napkins led people into the booth to ask "What's new?" and gave salesmen an immediate opening into the new-machine story.

Fun for Salesmen

Above and beyond the advantage of creating attention, the campaign had an additional effect. It stimulated the salesmen. They had genuine fun in finding places on which to paste stickers. It appealed to the "little boy" in each of them. In explaining the campaign to curious show visitors, the salesmen had a boyish enthusiasm that carried over into their sales stories. The enthusiasm was contagious.

The company found the "whole campaign extremely successful." Everyone seemed to know that New Jersey Machine had a new piece of equipment and that it was part of a full line.

How Does Mickey Do It?



Mickey Shaw

How do you pile up unsolicited testimonials from genuinely satisfied customers?

Mickey Shaw finds it simple. He supplies his customers—like Diamond Match Co., National American Wholesale Grocers, General Motors Corp., National Automatic Merchandising Association, and numerous Madison Square Garden functions—with intelligently planned entertainment . . . always in good taste.

When you plan your next sales meeting or convention, remember: Satisfied customers for entertainment are the best testimonials. Learn how Mickey Shaw Theatrical Bureau earns them. Learn what can be done for your next meeting. Turn to Cover 3.

A-D-V-E-R-T-I-E-S

(Trade Mark)

MAKE EXCELLENT BUSINESS PROMOTIONS

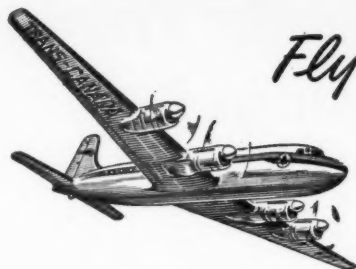


That's the verdict of many outstanding concerns (foods, foods, industrial, beverages, insurance, etc.) who have proved they are "tops" for Good Will building at conventions, sales meetings, product promotion, anniversaries, salesman identification, merchandise shows, etc. . . . "Adver-Ties" are Smart and Individual Ambassadors to tell your "best" advertising story in a refined and subtle manner. . . .

MADE SPECIAL TO ORDER

"Adver-Ties" are NOT stock ties, but made individual to requirements—designed with illustration of product, trade mark, or slogan . . . "Adver-Ties" are produced under exclusive patent, made of highest quality material and hand-tailored by "tie experts" with 52 years experience. QUANTITY LOTS SUPPLIED at nominal cost . . . State needs and enclose samples of your adv. matter . . . Details and prices will be promptly sent. ALSO REGULAR TIES—large assortment. Ties individually packaged and labeled.

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(Dept. SM) Phone WEbster 9-2872
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Fly **TCA** for CONVENTIONS in CANADA

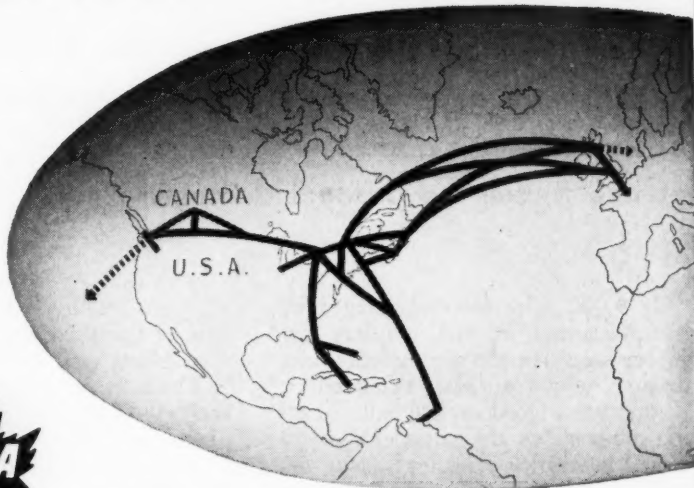
From coast to coast, Trans-Canada Air Lines offers services of special interest to your Convention or Trade Show. Fast, comfortable, dependable flights are at your service from United States gateway cities to all parts of Canada.

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New York 22, N. Y.	16 E. 58th St. (Bet. 5th & Madison) Plaza 9-6800
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Seattle 1, Wash.	Cobb Building, 1307 4th Ave. LOgan 9494
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Tampa, Fla.	311 Twigg St. (Hillsboro Hotel) 2-7241

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"The South's Largest and Finest Hotel"

The **JUNG** of New Orleans



Completely air conditioned, 1200 all outside rooms, each with radio, circulating ice water, servitors and modern furnishings. Enlarged Tulane Room now accommodates 2,000 persons, ideal for exhibits, large meetings and automobile shows. Massive service elevator and stage are additional features of the Tulane Room. 12 new meeting and banquet rooms to serve all size groups. Exquisite Cotillion Room for dining and dancing. New popular price Coffee Shop and comfortable Cocktail Lounge. Conveniently located on Canal Street, near all downtown activities.

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HOTEL THOMAS JEFFERSON.....	Birmingham
DISTRICT OF COLUMBIA	
HOTEL WASHINGTON.....	Washington
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HOTEL CLAYPOOL.....	Indianapolis
LOUISIANA	
JUNG HOTEL.....	New Orleans
HOTEL DESOTO.....	New Orleans
NEBRASKA	
HOTEL PAXTON.....	Omaha
NEW MEXICO	
HOTEL CLOVIS.....	Clavis
SOUTH CAROLINA	
HOTEL WADE HAMPTON.....	Columbia
TEXAS	
HOTEL STEPHEN F. AUSTIN.....	Austin
HOTEL EDSON.....	Beaumont
HOTEL BROWNWOOD.....	Brownwood
HOTEL BAKER.....	Dallas
HOTEL TRAVIS.....	Dallas
HOTEL CORTEZ.....	El Paso
HOTEL BUCCANEER.....	Galveston
HOTEL GALVEZ.....	Galveston
HOTEL JEAN LAFITTE.....	Galveston
CORONADO COURTS.....	Galveston
MIRAMAR COURT.....	Galveston
VIRGINIA	
HOTEL PLAZA.....	Laredo
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HOTEL CACTUS.....	San Angelo
HOTEL MENDER.....	San Antonio
ANGELES COURTS.....	San Antonio
VIRGINIA	
HOTEL MOUNTAIN LAKE.....	Mountain Lake
HOTEL MONTICELLO.....	Norfolk



Affiliated National Hotels

What Do Jobber Salesmen Really Think Of Manufacturers' Sales Meetings?

A local automotive booster club paid \$8,000 to find out why 4,000 meetings a year are useless and what relationship exists between a good sales meeting and a salesman's preference to sell the product demonstrated at the meeting.

If 4,000 sales meetings staged by manufacturers in one industry for jobber salesmen are a complete waste of time, why are they? What effect, if any, has a good or bad sales meeting program on the salesman's desire to sell particular products?

Geare-Marston, Inc., advertising agency, Philadelphia, conducted a survey for Automotive Booster Club—B-18, an organization of manufacturers' salesmen, agents and representatives selling to the automotive after-market in the Philadelphia area, to find out what automotive jobber salesmen think of sales meetings held for them. This survey follows one made by Geare-Marston in 1949, which indicated that 18% of all manufacturers' sales meetings for automotive jobber salesmen were useless.

Aims of Survey

The current survey set out to discover what salesmen want and need to help them sell, and to help manufacturers conduct better sales meetings. The study shows what salesmen would like to get from sales meetings; it reveals what products they like to sell and don't like to sell, and why.

A mailed questionnaire was used in the survey and returns were received from 900 jobber salesmen which represents a national cross section of those in the automotive field. The salesmen are employed by 291 jobbers who cooperated in the study. Of the 900 responses, only 693 replies were tabulated for this report in order to meet deadlines.

The men questioned about their selling likes and dislikes ranged from 19 to 74 years of age with the big majority between 30 and 49. The average selling experience of the respondents is about 12 years. Most of them have spent the greater part of

their business lives as salesmen. About half of them are veterans of the pre-war selling era.

The salesmen were asked, "During the past 12 months, which three manufacturers' sales meetings were tops in helping you to do a better sales job on their products?" The replies, by product classification, are shown in Chart I. A cross check showed that the length of experience of the salesmen had no bearing on their opinions as to who held the best meetings.

Thirteen elements most frequently included in sales meetings were listed in the survey and the salesmen were asked to give opinions as to their relative importance. The results (Chart II) show that salesmen are definitely product conscious. They want to know what the product is, how it works and why. They want to know how it compares with competitive products. And, they want to be shown—as graphically as visually possible—the selling points of the product.

In evaluating the elements of a meeting, the salesmen gave most weight to product characteristics with sales helps second. Price is an essential part of the product picture for salesmen. They want to know what the price situation is and to be able to sell values. They want to know how to meet the sales arguments of competitive products and know the salable differences.

After the product and its competition have been covered, jobber salesmen would like to see the manufacturer's representative roll out a demonstration they can use to sell their customers on the merits of the product. And, if the manufacturer's representative doesn't have some sort of demonstration to show, he should be prepared at least to pass along some up-to-the-minute tips on the best ways to sell the product.

Generalized marketing facts such as the explanations of the size of the

market for the product, how much it's worth to the salesmen, and an outline of the advertising support behind the product, rates well below the all-important product data and the practical selling helps. Because a jobber salesman has his customers selected for him, the tips on whom to sell and tips on where to sell are at the bottom of the list.

The order of importance attached to the 13 elements is not affected by the selling experience of the salesmen. The greener salesmen are just a trifle more price-conscious than their experienced colleagues, but all are in close general agreement on the order of importance of the ingredients of a sales meeting.

Stand-Out Qualities

After the salesmen were asked to evaluate the elements of a meeting, they were asked, "What else did the best sales meetings have about them which makes them stand out in your mind as being particularly helpful?" Three-quarters of the salesmen answered this question and here are the points most frequently mentioned:

1. Speaker's knowledge of the product
2. Speaker's ability to answer questions
3. Brevity
4. To-the-point, businesslike presentations
5. Clear and non-technical explanation of selling features
6. Good visual sales aids
7. Availability of selling tools: catalog pages, prices, etc.
8. Speaker's personality, interest, enthusiasm and sincerity

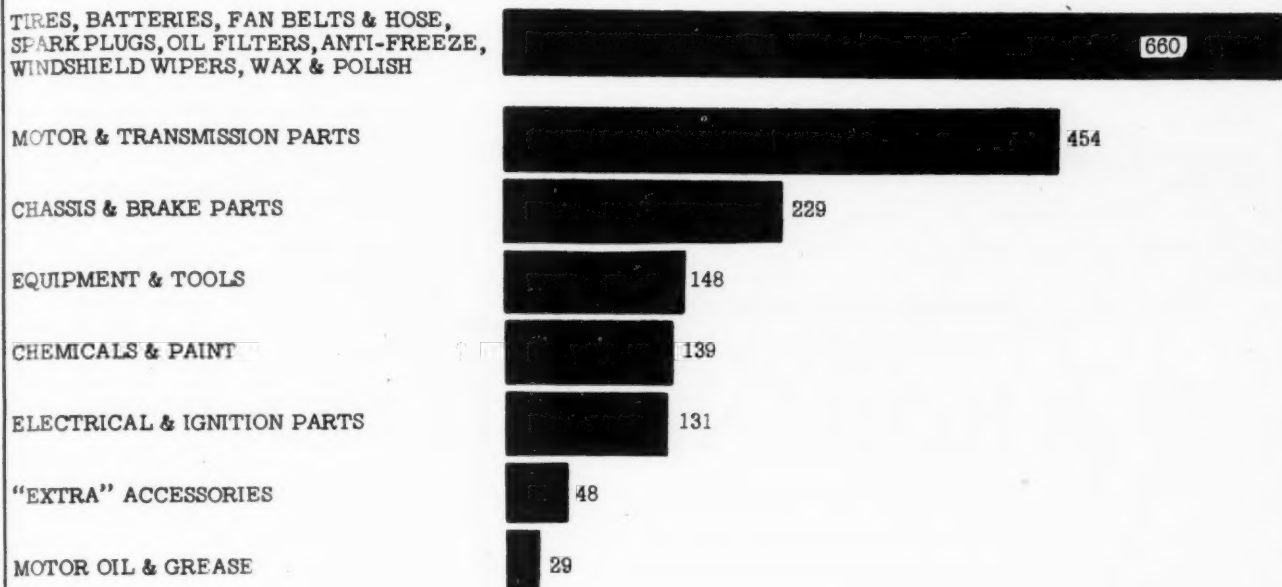
The Mistakes

The salesmen found it easier to tell the mistakes made at manufacturers' sales meetings than to mention the factors making for a stand-out meeting. More than nine out of 10 salesmen pointed out mistakes made at meetings with the most frequently mentioned mistakes below:

1. Meeting too long
2. Irrelevant material
3. Emphasis on company history
4. Comparison of their sales records with others

CHART I

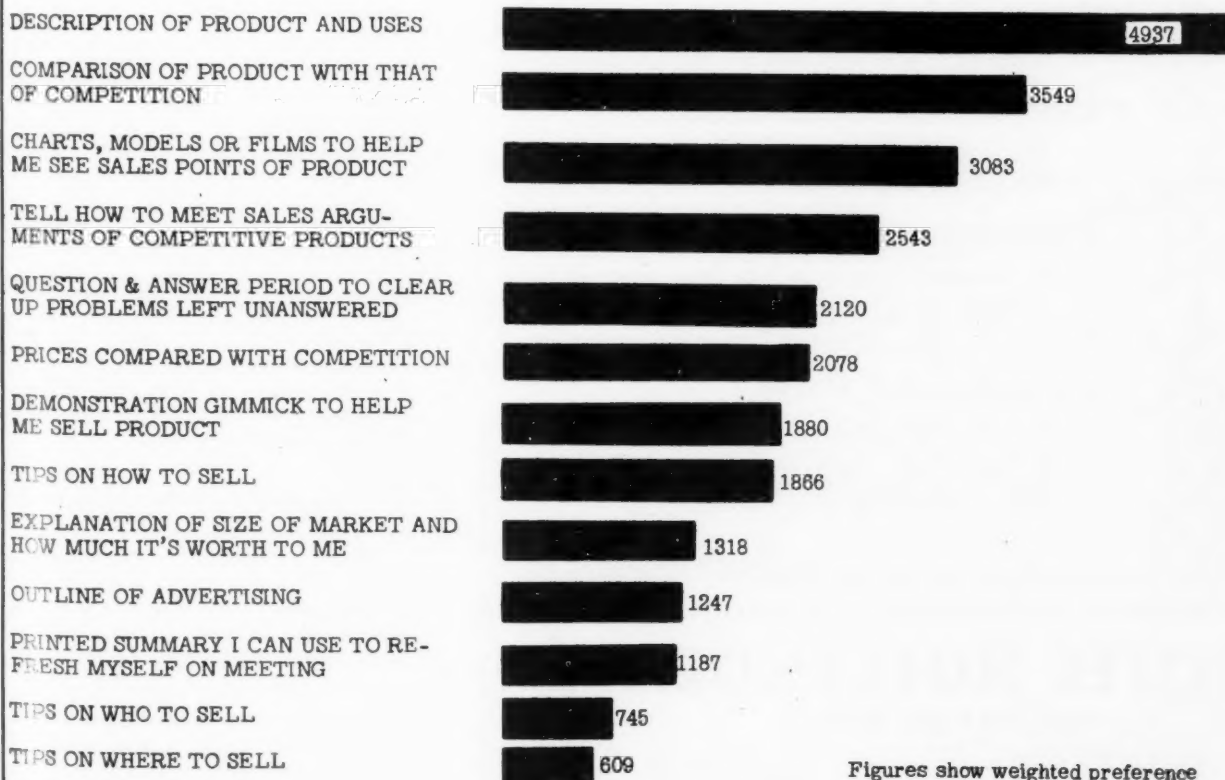
FIRST-RATE SALES MEETINGS ARE HELD ON THESE TYPES OF PRODUCTS



Figures show number of mentions

CHART II

WHAT JOBBER SALESMEN WANT AT SALES MEETINGS



Figures show weighted preference

5. Overselling
6. Knocking competitive products
7. Data too technical or theoretical
8. Overdose of advertising and marketing statistics
9. Not enough time on product
10. Repetition overdone
12. Repeating same meeting year after year
13. Poor platform technique—"canned" speeches
14. Speaker who talks down to audience

The survey asked the salesmen what three lines they liked most to sell and the results closely parallel the products they mentioned in connection with the best sales meetings.

Three Big Reasons

Asked to give reasons for liking to sell the three lines they preferred to handle, the salesmen mentioned "product widely used; is a good door opener" 1,364 times. Right behind with 1,341 mentions is "get a large

annual dollar volume" followed by "have a good knowledge of the product." Long profit was mentioned 420 times; used product before entering selling was mentioned 257 times; effective missionary help was mentioned 124 times; well advertised was mentioned 93 times; product is top quality was mentioned 90 times; good catalogs were mentioned 75 times; and miscellaneous reasons were given 310 times.

Experience Factor

In checking the results of why salesmen like to sell particular products against the length of selling experience, no significant variation was found except that the more experience a man had the more emphasis he placed on a good knowledge of the product.

When asked to name the three products liked least to sell, the results seem to be contradictory because the products named most were those named most under "liked best to sell." The contradiction between the two most popular products and the two most unpopular being the same is explained by the variations in popularity for different brands of the same kind of product. Brand X spark plug may be popular with salesmen while Brand Y is unpopular. There can be many reasons for unpopularity but it is significant that the top reason given for not liking a product is inadequate product information.

Comments, along with the direct answers to the survey questions, aid in viewing the sales meeting from the salesman's eyes. Repeatedly emphasized by the respondents was the need for good conference leadership. It points up the requirement that the manufacturer's representative at a jobber meeting be thoroughly trained for the job. The "canned" speech stands out in the minds of salesmen as one of the most glaring faults in platform technique. A condescending, overbearing or disinterested attitude is another of the qualities that must be overcome by speakers.

Unsold on Advertising

While an outline of advertising is a part of almost every sales meeting, it is apparent from answers and comments that advertising has not been well sold to these men. Only a small number gave good advertising as a reason why they liked to sell a product. Yet the number one reason given for liking a product was that it was widely used and a good door opener—an indirect tribute to the power of



**HOTEL
HOLLENDEN**
CLEVELAND
THE RIGHT COMBINATION FOR THE WORLD'S
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LOCATION...

Centrally situated in "the best location in the nation", The Hollenden is a one minute walk from Public Auditorium.

ROOMS...

1000 modern guest rooms and suites, large and comfortable. Each has a private bath and radio. Some have television sets.

RESTAURANTS AND BARS...

Six rooms for eating and relaxation, including the famous Vogue Room.

CONVENTION FACILITIES...

Conveniently located on one floor, designed for meetings, banquets, receptions, exhibits, and general assembly. Complete convention equipment.

CONVENTION STAFF...

Well-trained personnel assigned to convention groups. Key member to offer personalized service and coordinate details.

THE ONLY DOWNTOWN HOTEL
OPERATING ITS OWN ATTACHED GARAGE

HOTEL HOLLENDEN
CLEVELAND, OHIO

ROBERT P. JOYCE
GENERAL MANAGER

JOHN F. NOLAN
SALES MANAGER

advertising to put a product into use and to give it wide recognition and prestige. They saluted the effect without recognizing the cause.

Among the products liked least to sell were many that offered salesmen what they want most of a product—wide use, a good door opener and the possibility of large annual volume. Why? Other things being equal, the only answer must be that they are not given the right kind of selling help. This ties in with the fact that lack of product information is the top reason for not liking to sell a product.

The results of this survey were revealed first at a recent meeting of the Philadelphia Automotive Boosters. John E. Rooney, chairman, Survey Project Committee, told his 180 club members their cost of conducting the survey was \$8,000. Karl L. Gauck, director of research, and George E. O'Connor, market analyst, both of Geare-Marston, presented talks and slide films pointing out the significance of the results. The advertising agency indicated that it would make the same presentation before other meetings of interested executives upon request.

Results in Booklet

A booklet presenting results of the survey is being made available to non-members of the sponsoring club for \$2. While manufacturers' names were mentioned in the returned questionnaires, these names are not revealed in the report. Geare-Marston will, however, prepare a report for any manufacturer who wants to know how his sales meetings stack up with the automotive jobber salesmen. The report will show how the individual company rates in competition with companies A, B and C. Names other than the single company will not be given. The cost of the report will be based upon charges of tabulating the results from the IBM cards which were punched from the questionnaire returns.

If a final conclusion need be drawn to the survey project and the results, it should be: Automotive jobber salesmen sell what they like, like what they understand, and expect sales meetings to help them in their understanding.

For a Complete Service
Conventions—Sales Meetings
write

ADCRAFT MFG. CO.

3324-26 W. Cermak Rd., Chicago 23, Ill.

BADGES—Plastic—Metal—Ribbon style
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how the Bakelite Company

Below you see a 100-foot exhibit designed and built by IVEL for the Bakelite Company, a Division of Union Carbide & Carbon Corporation. But it's not just a 100-foot display!

It was designed and constructed on a "modular" principle, in 5-foot sections which can be used over and over again in many different combinations—to show the great variety of products fabricated from BAKELITE and



uses
one
IVEL
EXHIBIT
in
dozens
of
ways!

VINYLITE brand plastics. At the recent Packaging Show in Atlantic City, fifty feet were used; Philadelphia's Plastics Show required eighty feet. The two sections shown below



were used by Magnus Harmonica at the New York Toy Show as a part of Bakelite's "customer service" program.

Ivel offers you the same skilled designers and technicians who have stepped up trade show, convention and sales meeting results for top flight American industrial and business firms. Be sure to consult Ivel, the leader in the field, about your next exhibit.

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PLEASE SEND ME ☐ Check list of requirements for a successful exhibit
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WASHINGTON OFFICIALS saw the process that General Tire says would have saved the country vitally-needed raw materials—plus \$500 million—had it been adopted.



THREE-DIMENSIONAL EXHIBITS with transparencies, relief maps and motion pictures were shown. Giant arrows suspended from the ceiling pointed out operational growth.

Exhibit Reaches D. C. Brass When Words Can't

You can't expect Washington officials to understand a technical, scientific subject, so General Tire and Rubber Co. put on a two-week show to give defense agency administrators a fast education in rubber developments.

General Tire and Rubber Co. was faced recently with one of the knottiest problems in public relations. It had to communicate a story of so

highly a technical nature that only persons with a university degree in science might be expected to understand it.

Compounding the problem, the story had to be told immediately and the public in this instance was the officials in Washington, D. C.

Here is the story it had to get across:

From being a small company, General Tire and Rubber had grown to be an industry leader. Its research staff had come to the fore in rubber research, and had just hit upon a new way of making synthetic rubber. The company believes its discovery is of a revolutionary character. It finds it can make rubber that, in many respects, is superior to natural rubber. The cost is less than other synthetic rubbers and it opens up new uses for rubber for American industry.

With the production of rubber under various defense agency regulations, General knew, as a practical matter, it was impossible to go ahead with its new process without approval of Washington officials.

Resistance was anticipated in getting Washington to believe the process was as revolutionary or as important as the researchers said. But, the big problem resolved itself into getting officials, who are lawyers and administrators, to carefully study the findings.

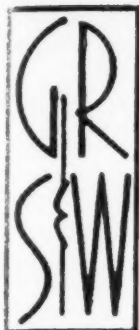
General had to tell Washington what its research men's discovery could do for industry and the country in the cold-war emergency. What the officials needed to know was what regulations should be rescinded or promulgated to make use of the new discovery.

Recognizing its job in Washington as a public relations problem, General called in Fred Smith & Co., Inc., New York City, public relations consultants. An exhibit was adopted finally as the device to solve the problem.

Fred Smith conceived and designed the exhibit to set out the whole story of General's growth as a corporation from its start back in 1915, up to the present day. Three-dimensional exhibits with transparencies, relief maps and motion pictures that ran when visitors pushed a button were planned. Actual products were designed into the exhibit which was built and erected by Manhattan Exposition Construction Corp., New York City.

The exhibit was staged in the Federal Room of the Hotel Statler, Washington. Opening on April 3, the show was host to visitors through April 18.

Giant wooden arrows were suspended from the ceiling of the hotel room to show how each of General's



... Exhibits are in the Midst of every
NATIONAL TRADE SHOW



GRS&W Exhibits pull Hundreds of Prospects
to leading national exhibitors.

GRS&W Services are at your command, too!

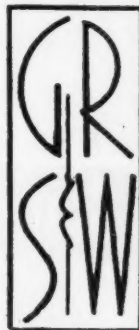


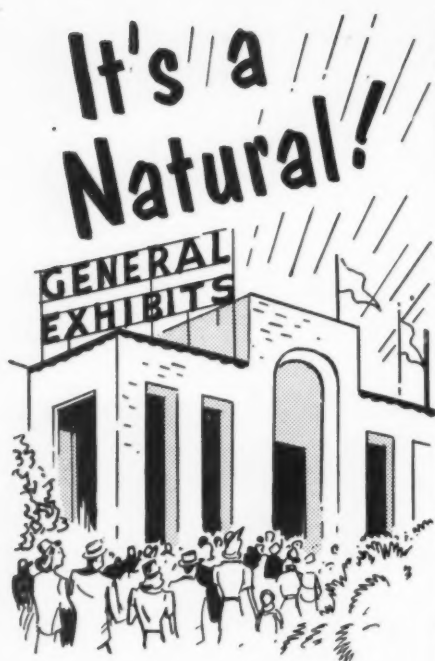
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EM 2-1400 PLUS 10 TRUNK LINES





If it's a trade show or convention site you need, look to State Fair Park in Dallas! This home of the fabulous State Fair of Texas covers 187 acres, boasts facilities valued at \$35,000,000 and is happily located a brief ten minutes from downtown Dallas.

Six attractive, efficient exhibits buildings offer 310,000 aggregate square feet of display space. Fair-ground parking spaces await 12,000 automobiles. The air-conditioned Auditorium seats 4,301.

In planning your next convention or trade show, don't gamble on inadequate facilities! Pick a sure thing... **STATE FAIR PARK** in Dallas. It's a natural!



Write Today for Brochure

State Fair of Texas

JAMES H. STEWART
Executive Vice Pres. & Gen. Mgr.
DALLAS 10, TEXAS

activities had grown from earlier ones. To any Washington official entering the exhibit, it said: "This is me, a growing American corporation, and somebody you ought to take time to know about and listen to."

Eugene A. Rose, Fred Smith & Co., in an address at the Engineer's Forum of the American Society of Mechanical Engineers, explains why exhibits rather than a formal scientific approach were used to convey General's message.

"Perhaps some of you engineers won't think much of what we did," Mr. Rose said. "You will say that you wouldn't make up your own minds about a corporation by looking at transparencies, and still whether it had developed an important new industrial process. You will say you rather have professionally competent engineering papers complete with graphs and tables of figures.

"If you say that, however, you will be wrong. What you will be saying in effect, is that no one has a right not to be an engineer, and have an engineer's mind. You will be telling how you would like to be communicated with, instead of thinking how the other fellow—here the Washington official—wishes to be communicated with."

On the Washington official's side of the case, Mr. Rose points out

that there are 450 minutes a day with defense agency officials having many claimants to those minutes. They have an urgent need for brevity, and by using displays "we made it our business to be brief."

As the officials viewing the exhibit were without engineering education, the displays presented the message in layman's language. "The officials—like everyone else—prefer to know with whom they are dealing," Mr. Rose explains. "It was our business to make them feel they knew our client intimately, its growth and struggles and successes, and we tried to do just that."

General had to make certain that officials would feel they were drawing their own judgments and "were not having a conclusion forced down their throats. It was our business not to force a conclusion on them, and we didn't," says Mr. Rose.

Interest in the exhibit among Washington visitors was high. The presentation was different and told a complete story in an easily assimilated manner.

"The fact that rubber controls were lifted a few days after this exhibit had closed its two-week run in Washington, might, of course, be construed as a happy coincidence," Mr. Rose declares. "However, we would not dare to presume that our presentation had anything to do with swaying the course of legislation."



"Televise" Ad Campaign for Salesmen

To dramatize its new ad campaign at a series of sales meetings on the West Coast, Richfield Oil Corp. used a huge replica of a television set which covered the entire stage of the meeting room. Glamorous live models appeared in the "screen" to exhibit samples of the advertising to be used. The meetings revealed the plans for the most extensive consumer advertising campaign in the history of the company.

Stunts to Spark a Session

A clearinghouse of ideas to add spice to meetings and force to communication

Dramatizing Your Story

Waning audience interest is an occupational hazard faced by sales meeting planners everywhere. When you anticipate a subject or situation that might induce stifled yawns and blinking eyes, what do you do? Here are a couple of presentations that kept the audience awake, got the stories across dramatically and turned a slow moving subject into a sparkling session.

It was the last day of the annual convention of the Southern California Advertising Agencies Association at the Santa Barbara Biltmore. The only remaining item on the program was a technical presentation of sales and advertising policies engineered by West-Marquis Advertising Agency, Los Angeles, for its client, McCulloch Motor Corp. McCulloch has had sensational success with highly complicated mechanical production, and marketing has paced it with equal success. But, while the subject might be packed with interest, it was competing with an anticipated golf match. The previous sessions had been long and the delegates were restless. This session could be just another campaign story painfully explained while delegates squirmed.

The chairman walked to the rostrum and apologized. The next speaker, Jack West, had been delayed by a storm at sea and had crept into the harbor only an hour before. (He captains a 105-footer.) Then he got stuck on the bar—the Biltmore bar. "But, wait a minute; here he comes now!"

Jack came uncertainly down the aisle, a sea bag slung over his shoulder. His rough sea clothes showed him just off ship. Don McKenzie, account executive for McCulloch, trailed behind, his sea togs bedraggled. The sea bag fell open. Beer cans and bottles rolled out. Don unrolled oilskins from around charts that had been saved from the waves while Jack pulled rough notes from among the beer cans.

Jack thought, after routing through his bag, that they had better skip the presentation. After the wind and the rain, he doubted that they could remember what to talk about, particu-

larly after being stuck on the Biltmore bar. But, they could look at the charts anyway.

The presentation is about McCulloch, said Jack. The firm has revolutionary ideas about chain saws. "Don, can you remember just what some of those ideas were?" Don remembered enough to get the story rolling. Suddenly he stopped. "Jack," he said, "I think you had something to do with this next angle mentioned on this chart so suppose you try to explain it." Jack obliged, but presently lost the thread and passed the play back to Don. What one couldn't remember, the other could. With allusions to the storm, the wet rain, and difficulty getting the shore boat through the heavy seas, only to run on the Biltmore bar, the presentation wound up.

The intricate pattern of manufacturing, sales and advertising was unfolded by the two weather-beaten seamen without a single, essential detail missing. The long preceding session did not detract from the presentation. The golf matches were temporarily forgotten, and the audience thoroughly enjoyed the technical presentation as told by the sailors.

Substitute for Speeches

A similar approach to the problem of presenting what might be a long, dull story enjoyed equal success at a company's meeting. The firm wanted to impress its salesmen with the importance of the company in its field, the long history behind the company and its progress.

The three speeches originally planned by the top executives were tossed aside when it was pointed out how monotonous the subject might be in three formal speeches. Instead, a parlor scene was put together on the stage. Typical parlor furniture, including filled highball glasses and cigarettes, were shown. The company's executives were seated relaxed in the soft, comfortable chairs.

A salesman in the role of newspaper reporter entered and started to interview the executives for a story about the company. The executives had no pre-arranged script. They answered normally with one filling in

HAVE A CIGAR!



SAVE ON CIGARS famous brands, of course!

Whether you require cigars for a convention or perhaps just to have on hand at your office or with your advertising message—whatever your needs, one order or many—large or small—**GLOBE** will deliver promptly anywhere at Wholesale Prices.

ECONOMY MINDED and SALESWISE EXECUTIVES

know, too—the important role of fine cigars as a tool of good business.

The Vice-President of a nationally known company recently wrote us . . . "Cigars are always the needed, much welcomed **OPEN SESAME** to more sales" . . .

VITAL BUSINESS CONTACT POINTS where cigars are always a valuable assist to better business relations—more sales.

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- ★ EXPOSITIONS
- ★ TRADE CONFERENCES
- ★ SALESMEN'S CALLS
- ★ SALES MEETINGS
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 'TOPS' FOR CONVENTIONS

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THE Allison HOTEL
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the facts when another couldn't. The reporter had some key questions to ask to make sure that essentials were covered. He could read these from his notes in a normal fashion. A few spontaneous quips by the reporter and executives added spice to the session which accomplished its aim and offered an entertaining presentation of facts.

To Get Participation

If participation in discussion is what you want, here's how to keep interest high and give everyone an opportunity to talk.

Get a roulette wheel, or have your carpenter build a simple carnival-type game wheel. Number small cards to correspond to the numbers on the wheel. As each salesman enters the meeting room, let him pick a number out of a bowl.

The meeting chairman presents a sales situation or problem to the audience, and spins the wheel. The salesman holding the card with a number corresponding to the number winning on the wheel gets an opportunity to give an answer to the problem or present his ideas. A blue chip is given for each good answer or the number of chips given for each answer might correspond to answers considered fair, good or excellent. A committee to judge the answers decides on the number of chips to award.

The spinning wheel technique works particularly well with the training of new salesmen. Questions are stated so that a half dozen answers can be given. For instance, the sales manager might ask to have one of the six big advantages of the product named. He spins the wheel to get the first advantage. He then spins the wheel five more times to get the other five advantages.

At the end of the meeting, the chips can be cashed in for prizes. Usually first, second and third prizes for those holding the most chips are presented.

Something for the Wives

When regional and local sales managers call their men together for after-hours meetings, do they ever give the women behind the men behind their increased sales a thought?

A salesman will never tell you about the little woman being unhappy with his frequent nights-out for business. She might be getting just a little bit suspicious of the shenanigans her imagination is conjuring up about his meetings.

A sure-fire method of keeping the wives assured of their husbands' whereabouts is to send your salesmen home with something for the wives. Here's a suggestion for a gift that grows: Start the wives off with an add-a-charm bracelet. Give them a bracelet and one charm at the first meeting and another charm at each succeeding meeting.

If the charm bracelet is too much trouble to get started on short notice, a small bottle of toilet water or box of candy will go a long way to make the wives glad to send their husbands to meetings.

Have you used or enjoyed a particularly successful stunt at a convention? Help this column going by sending in your bright meeting ideas and techniques that spark session to: Stunt Column, Sales Meetings, 110 The Essex, Philadelphia 7, Pa.

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TOOLS FOR THE MEETING, when a Quizfilm is the nucleus, include: the leader's guide, giving detailed information on how the meeting should be conducted, scripts of the sound-slide and suggested "preferred" answers; the transcription, one side of which presents the sample sales talk, the other the film illustrated analysis of the same talk; the voting sheets; product giveaway folder; and the slide film and projector. Product displays are recommended for the meeting rooms and meetings may be split into half-hour sessions.

New Training-Film Technique Gets 'Em to Participate—and Think

Quizfilm meeting portrays a sales problem with sound-slide film, stops in the middle to allow salesmen to present their views and solutions, and then gives them the right answers. It's a fast-moving 60-minute session.

Increased sales at the retail level is the target at which General Electric's extensive radio and television training program is aimed. Expressions of wholehearted approval from salesmen and dealers who have been exposed to this training serve as testimony to the effectiveness of the methods employed.

The nucleus of the program lies in a series of Quizfilms, developed specifically for General Electric and

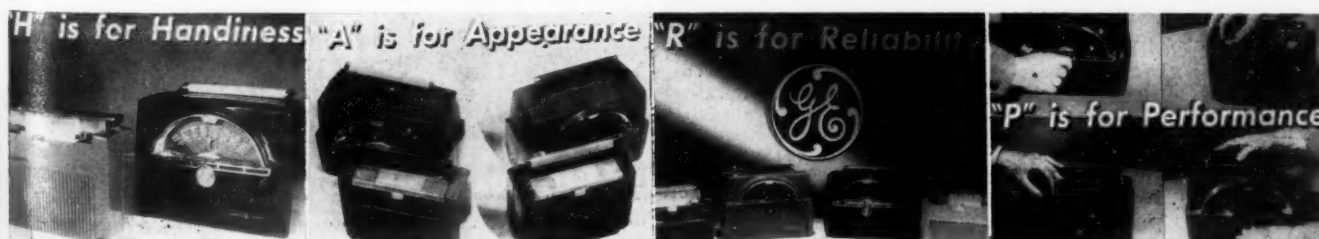
its Receiver Department by Trade-Ways, Inc., New York City. Because of the program's success, other companies have taken it up, varied the basic idea sufficiently to meet individual needs, and are using it extensively as a basis for sound sales training.

One of the features of the G-E program is the accent placed on retail sales training. The G-E Quizfilms are based on sales incidents observed

by sales training personnel in the field. These incidents are re-enacted by professional talent to lend authenticity to the recorded portion of the Quizfilm meeting.

John B. Farr, sales training manager, Receiver Department, points out that Quizfilms are the result of combining authoritative and time-proven sales methods with modern training techniques.

Before discussing the subject at greater length, it might be well to explain that no similarity exists between the G-E Quizfilms and ordinary sound-slide films. The Quizfilms operate on an entirely different principle. They ask dealers and salesmen to state, and then discuss, their own views on a specific sales problem before accepted procedures are introduced. This initial invitation to open



WORD ASSOCIATION is employed by Quizfilms. The word "H-A-R-P" dramatizes four good points in selling portable radios.

discussion is considered of prime importance. It stimulates the salesman's inclination to talk. Results observed in the field have proven the method's effectiveness. It serves to make Quizfilm meetings easy to run. It makes the meetings lively and enjoyable and maintains fast pace from start to finish. What is more important, this direct approach stirs up interest, activates brains, and makes salesmen think about how to sell more merchandise.

The Quizfilm is considered by

G-E's Receiver Department as the most practical tool ever devised to help a wholesale salesman carry on his important function of systematically teaching his retailers and their salesmen how to sell and resell his products.

Still another important function is served by Quizfilms. The wholesaler conducting the meeting is placed in the position of an instructor and counselor. As such, he is considered the authority on the subject under discussion and is looked up to by

dealer and salesmen for guidance. This added stature is said to carry over into future dealings between wholesaler, retailer and salesman.

The importance of other forms of sales meetings is not minimized by those who advocate Quizfilms. On the contrary, direct distribution of information and instruction to salesmen is considered valuable; particularly in the induction training of new men or in introducing new products. However, in dealing with men who are actively engaged in selling, with men who are not yet well-informed or with those of long and successful experience, Quizfilms have been found to accomplish exceptional results.

Mechanics Simple

The mechanics of a Quizfilm meeting are relatively simple—dictated by an over-all desire to keep them short and fast-moving. Most of the meetings are designed as one-hour sessions, adaptable to two one-half hour periods if necessary. The latter two-part presentation, however, is considered less effective than the single session.

Five minutes of the allotted time is devoted to opening and summarizing talks by the so-called leader, 30 minutes to direct discussion, the remainder to the presentation of the recorded case history and the showing of an explanatory sound-slide film.

The unique nature of the G-E Quizfilm meeting becomes evident immediately following presentation of the recorded case history. At that time, rather than subjecting his audience to a lecture or written examination, the leader throws the meeting wide open for discussion. The salesmen are invited to talk, to explain to the group how they believe the sales incident should have been handled, rather than having someone tell them. It is this approach which has drawn the most favorable comment. By appealing to the salesmen's natural inclination to express their own opinions, they are kept mentally alert and ready for discussion of the questions thrown at them; and because minds are active and tongues are going, the Quizfilm meeting cannot possibly go flat.

General Electric's sales training experts at Electronics Park have discovered that the meeting concentrates primary attention on a problem which has been chosen because it is especially timely or important to the sales operation. For this reason, it cannot fail to generate increased interest and skill in handling the problem. They have learned, too, that the meeting

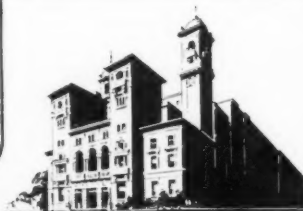
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Sidney Banks, President

demonstrates the effects on customers or prospective customers of sound selling practice, well-phrased sales points, and correct handling of customer objections. These are things the men remember and put to use. Moreover, the meeting stimulates interest in the specialized technique of presenting the attractive features of products. It strengthens the men's confidence, initiative and resourcefulness, valuable attitudes best developed by facing and analyzing selling problems. Above all, the Quizfilm meeting makes men think, and their thinking cannot help but be constructive. A salesman who has taken part in a Quizfilm meeting in which he has analyzed the work of another salesman can scarcely fail to think also of his own methods and to look for chances to improve them.

G-E Has Six Quizfilms

At the present, General Electric's sales program includes six Quizfilms, each distinctive in the selling problem involved. Revisions of two of the films are in process and additions to the series are being planned.

A brief rundown of the available programs serves to show the all-inclusive nature of the training series, both in scope of the products covered and in the pinpointing of several specific sales problems. This second feature serves to make the series valuable to other concerns outside the G-E organization.

Quizfilm Number 1, which presents G-E's line of clock radios, provides a fine example of accepted procedures for overcoming sales resistance. Quizfilm Number 2, using G-E Black-Daylite Television as a product vehicle, and entitled "Sales Sphere," shows the value of having an organized sales story to tell. Number 3 Quizfilm offers a few simple and well-known sales principles, and dramatizes them in such a way as to make them easy to remember and follow. Quizfilm Number 4 presents the case for good display material as a sales promotion feature and offers suggestions on how products popularly considered seasonable, can be sold "out-of-season." The last of the current Quizfilm series is a valuable lesson in the important art of stimulating resales through a long range advertising and sales promotion program.

Other Aids Not Forgotten

Concentration on the preparation and distribution of Quizfilms, and the approval with which they have

been received, has not prevented preparation of additional training aids in the over-all G-E sales training program. According to Farr, "Perhaps one of the most pertinent omissions in today's selling of radio and television is the lack of technical information stated in sales terms which can be used by the average salesman to overcome buying resistance."

Upon this premise is based a new technical sales sound-slide film now being completed by General Electric. Entitled, "What's Behind It," this film takes the basic chassis of a G-E

Black-Daylite Television receiver and explains it in language sufficiently simple and interesting to be used by the retail salesman in his talks to customers. To assure the authenticity and general acceptance of this film, it is being prepared with the closest cooperation of both sales and product service personnel.

The long-range goal of General Electric's Receiver Department in the sales training field is to build a library of versatile sales tools. The Quizfilm series is slated to become the nucleus of this library.



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First hemispheric railroad meeting in U.S.A. dividing parleys between Washington, D. C., and Atlantic City.

Meeting planners who find it difficult to arrange a schedule when more than one hotel is being used for sessions, can sympathize with the Pan American Railway Congress Association. The Congress is to be staged in two cities—200 miles apart.

The meeting in June, 1953, will mark the first hemispheric railroad meeting to be held in the United States. It will last two weeks with the first week's session in Washing-

ton, D. C., and the remaining sessions in Atlantic City. And while at this seaside resort, delegates will see displayed the latest in railroad equipment and supplies at what will probably be the largest exhibit of its kind ever held.

Although the meeting date is a year away, a program is already being arranged for the more than 100 railroad men who will represent the governments of some 20 countries in Central and South America.

Decision of the Association to meet in the United States was made at the last session of the Congress held in Mexico City, October, 1950, when William T. Faricy, president, Association of American Railroads and chairman, National Commission in the organization, extended an invitation to meet here on behalf of the U. S. Government.

Apart from weighing the problems of railroad operations, administration and policy, delegates to the Congress will have an opportunity to inspect recent developments in railroad facilities and appliances, for recent years have been productive in the improvement of the many technological phases of railroading.

Plan Special Trips

To see at first hand the latest developments in railroading in the United States, the Organizing Committee expects to show delegates to the Congress some of the results of the huge expansion and improvement program which has been carried on by the American railroads at a cost of more than \$6 billion since the end of World War II. In order to do this, trips will be arranged to installations in the vicinity of Washington, D. C., and along the route between Washington and Atlantic City, an area which includes an intensive development of railroad facilities.

Then, at Atlantic City, there will be, in progress, meetings of several of the largest professional railroad organizations in the country. And at the same time, there will be the exhibit sponsored by the Railway Supply Manufacturers Association. Delegates to the Congress will be invited to both the meetings and the exhibit.

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HOTEL MANAGEMENT knows the value of the conventioneer but to the employees he is just a lot of extra bother—and their attitude shows it.

Onions and Orchids For Hotelkeepers

Most of the complaints leveled at hotels by convention planners can be traced to poor liaison between hotel top management and employees, but the planners are not entirely blameless. Some don't release unneeded reservations.

By Reuel W. Elton

General Manager, American Trade Association Executives

Last year sales meetings, conventions and other group business accounted for over a billion dollars worth of revenue for hotelkeepers. That is a lot of money. Without it, many a hotel now comfortably in the black would be dipping deep into the red ink.

Group business is big business for hotels. Offhand, one would expect that America's innkeepers would appreciate that fact and "take care" of such important business by special considerations and courtesies, and, of course, some of them do. Unfortunately, in some cases this is not so. In a few cases, even normal courtesies are refused to conventions, and con-

vention delegates are treated as second-class guests and are given short shrift by bellboys, waiters and hotel personnel.

Why? There seems to be several reasons. The most frequent seems to be a lack of liaison between the hotel's sales department—top management—and the service departments. Often, the sales department, anxious to obtain convention business, makes promises that the service departments fail to come through on. Needless to say, this is an extremely short-sighted policy on the part of the hotel from the standpoint of getting repeat business. Let me quote from a survey the American Trade Association Execu-

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Dear Sir:

Please have your representative call to discuss our coming convention.

Name.....Title.....

Organization.....

Address.....

City.....State.....

tives recently took among its membership on this question of the treatment they receive from hotels. One executive, smarting under such an experience, wrote as follows:

"My biggest complaint is the fact that the hotel sales or convention manager is usually inaccessible when I arrive in town a day ahead to check final details for the meeting. He is invariably 'a very busy man' and it takes me half a day for someone in his office to decide that he can afford to send a representative with me to check on the room, table arrangement, etc.

"It would appear that once the meeting is booked, the sales manager is too busy booking more future meetings to take care of those that are going on. I have no objection to being taken care of by a staff member, but I wish they had such an arrangement made in advance so that I didn't feel that I was disrupting the entire office.

"It would help very much if the sales manager's office would provide the convention secretary with a list of the names of persons to call on for aid during the course of the meeting, maintenance personnel, house-

keeper, etc."

The thing that causes more trade association executives to tear their hair about hotels than any thing else, however, is not overselling of the hotel's facilities. It is just plain, downright discourtesy on the part of some hotel employees toward all who wear a convention badge.

A Lot of Trouble

It is easy enough to see why this should be. Conventions are a lot of trouble for bellboys, room clerks and other hotel personnel. Anywhere from a score to a thousand persons wearing convention badges may, from the employees' point of view, "descend" upon the hotel, all demanding service at once. How pleasant it would be, many of these employees must think to themselves, if only we didn't have to bother about conventions and only had to take care of our regular business!

What these hotel employees do not realize is that many of the largest and best hotels in the industry could not exist without group business. Without such business, the hotel employees would have no pay check at all.

Here, I think, lies the heart of the problem. Hotels have a big selling job to do among their own employees. While top hotel management, by and large, appreciates the importance of attracting sales meetings and other kinds of group business to its hostelry, the employees further down the scale do not realize it. Annoyed by special requests for service and facilities, they—all too often—reciprocate with rudeness and discourtesy.

Fortunately, a start is being made toward the solution of this problem. What is envisioned is an educational campaign among hotel employees aimed at convincing them that the convention delegate, far from being a man to be shunned, is really an important person in their lives, without whom their pay checks might not be forthcoming every week.

Working on Problem

The Convention Liaison Committee, composed of representatives of the American Hotel Association, the International Association of Convention Bureaus, the Hotel Sales Managers Association International, and the American Trade Association Executives, is working on this problem. Arrangements have been completed to have a special poster displayed on bulletin boards before hotel employees

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THIS POSTER is the start of an educational program to make hotel personnel aware of the importance of giving good service to conventions.—source of hotel profits.

in thousands of hotels from coast-to-coast. Showing a picture of a convention delegate, the poster advises: "Be on the lookout for this man. He spent more than \$1,000,000,000 at conventions last year. Let's give him service!"

Eliminate Friction

In dozens of other ways, the Hotel Liaison Committee is working toward the elimination of sources of friction between trade groups and the innkeepers. Much of this friction can be traced directly to lack of understanding and communication between the groups. Too many hotelmen, for example, have been oblivious to the need of split-second timing necessary to make a convention successful and the cooperation on the hotel's part that is required to keep things moving. We trade association executives realize, of course, that this is a two-way street. Some of our groups have been pests as guests and have been careless about such things as releasing unneeded reservations and showing consideration for the hotels. The good thing about cooperative effort is that it can give better satisfaction to all groups without inconvenience to any.

Extra Responsibility

One point that might be emphasized especially to hotelmen at resorts, is that in a vital way you are your brother's keeper. However well your own practices may be, if a convention is a large one and requires the facilities of several hotels, business

may be shunted away from you because convention delegates feel that they have gotten a raw deal from the other hotels in your area. I quote verbatim from a response to our questionnaire on hotel-trade association relations. Only the city and the actual names of the hotels concerned are omitted (for obvious reasons).

"The XYZ Trade Association group is meeting in Blank City, June 2-5, and is using eight hotels to house its 4,000 to 4,500 delegates.

Gentlemen's Agreement

The XYZ Trade Association has a large exhibit in connection with its convention and in making hotel arrangements, there was a gentlemen's agreement that the hotels would grant the convention rates to exhibitors who came in a day or two early to set up their exhibits.

"Because of the Memorial Day weekend, two of the eight hotels are now refusing to grant the convention rates to those exhibitors and are charging the full holiday rates.

"The maximum number of persons involved is between 25 and 50 and the association secretary states that he will do everything he can to prevent his convention from coming back to Blank City.

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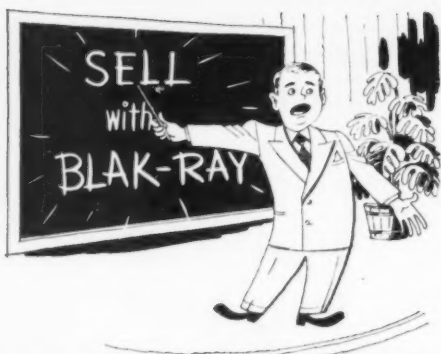
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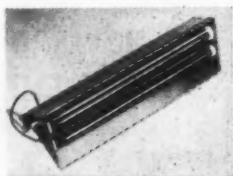
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"The other hotels are all granting the special rates, and the two named hotels, by their attitude, are causing bad public relations for the entire 'convention city.'"

That's kind of rough on the other hotels in the area because of a misunderstanding between two hotels and an association. It would seem to behoove all the hotelmen in any given area to work out the details on conventions carefully to avoid misunderstandings of this sort.

Candid Comments

This article is supposed to be onions and orchids to hotelmen. So far, I must admit that the onions have been more numerous than the orchids. Let's take a look at a few candid comments ATAE has received that are complimentary toward hotelmen:

"While our group meetings are small enough as a rule to be held in our executive offices, whenever we have found it necessary to hold a large meeting at a hotel, we have found everything most satisfactory. We commend the hotels for the way they have taken care of our group."

"I have always found the service to be good, especially in the chain type of hotel."

"As a local association, we have only luncheon and dinner meetings. Because we exercise extreme care in trying to cover all details, we experience no trouble. The hotels are very cooperative and we think they do a good job."

"They do pretty well with the tremendous job presented, but there is room for improvement."

"In general, hotels are doing a swell job of cooperation."

Common Gripes

Complaints outrun favorable comments received from ATAE members, but that's probably because the *genus homo sapiens* is by nature a complaining critter. In many cases complaints are justified. Let's examine a few of the most common gripes and then sum up the situation. Here are some of the onions sent in from trade association executives from all over the nation:

"Long lines waiting for room reservations; overcharging — corkage; meals; discourteous help. The bigger the hotel the more discourteous. Selling rooms 'out from under' even though promise has been made to hold."

"Poor cooperation between convention hotel management and the service

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thru 30th
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Carl Olson, 524 Gunter Building

PITTSBURGH, PA. May 6th thru 11th

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crews. Nobody seems to know who is in charge."

"Can't get rooms for early check-ins, even though confirmations are made with this proviso."

"Banquet fell on Friday and there was not enough fish for those who wanted it."

"Elevator service was very poor. This was particularly bad since business meetings were on one floor and exhibit several floors away. Another convention was being held at the same time and the hotel was so crowded that all room and other service was poor, and employee courtesy was lacking."

"Many hotels have no arrangements for furnishing a screen that can be used in connection with motion pictures or slides for illustrating a lecture. In some cases even blackboards, speakers stands, or public address systems are not available."

There are other complaints, though the ones cited are representative. Running through the entire gamut of complaints is lack of courtesy on the part of hotel employees. It is upon this point that hotels must do the most work. (Of course, some hotels do not have this problem and they are reaping a rich reward of convention business because of it.)

If all the snide bellboys, the discourteous room clerks, the snarling waiters and their ilk over the nation could be gathered together in one vast arena and lectured on the value of politeness, without doubt a great blow would have been struck for progress in the hotel industry. Unfortunately, this is impossible, so managements will have to resort to the next best thing—education.

Management Sold

Obviously, responsible top management in almost every first class hotel in the industry is sold on the principle of attracting and catering to group business. However, this concept has not trickled down to the help in too many cases. Only the most naive would suppose that the mere adoption of a policy by top management means its implementation at all levels. It is with the grass roots employees that hotels must work. Service with a smile must be more than just words.

In the meantime, the work of the Convention Liaison Committee and like groups is encouraging. It points the path to a better day of cooperation—to smoother meetings for trade and business groups—and to higher profits for the hotelmen.

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What Are the Major Headaches for Planners?

Association execs say stimulating advance registration is their biggest meeting problem. Estimating banquet attendance and getting variety into the program are next.

The size and scope of a meeting have little affect on the basic problems of planners, according to a survey of association executives recently conducted by SALES MEETINGS.

A five-part questionnaire was sent to a sampling of state, regional and national associations. They were asked to indicate their biggest meeting problems under these five categories: programs, speakers, banquets, arrangement committees and registration. The results show that association executives of state groups have exactly the same problems as large national convention planners. The percentages for each question were almost identical for state and national groups.

Asked to name their biggest problem in program planning and staging, 67% of all respondents list first: getting variety in session format. Keeping the program on schedule was the biggest problem for 33%. Having meeting rooms set up properly was not a major problem for anyone and was listed last by 80% of the convention planners.

On the subject of speakers, getting experts from your industry was named as the big hurdle to get over for 56% of the association executives. Each of the problems—getting commitments well in advance and paying for speakers—received 19% first mentions. Only 6% considered

getting "big names" to be their major problem with speakers. In addition to the four problems in the speakers' category, respondents named these headaches: keeping speakers on schedule and getting speakers with real messages and ability to deliver them.

Estimating banquet attendance was listed first by 76% answering the banquet-problem section of the survey. Banquet seating arrangements are most trouble to 24% while selecting menus does not seem to be anyone's major problem.

Opinion is spread wider on the subject of arrangements committees than the others. Exactly half of the respondents listed as number one stumbling block: getting committee members to share work and responsibilities. For 37.5%, getting experienced chairmen is the big headache. Maintaining efficient liaison between headquarters and local committees troubles 12.5% most.

Stimulating advance registration is not only the biggest problem in the registration category but received first place among all problems listed in the questionnaire. Almost four-fifths of the respondents listed this as a number one problem. Having efficient personnel at registration desks is the first problem for 16% and only 5% listed getting delegates to fill out forms properly as number one headache.

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NO PRODUCT TIE-IN is requested from department stores when Whitman's sampler exhibit is booked, but stores like The Emporium, San Francisco, usually use valuable window space to promote candy as well as the exhibit of early American art.



SPACE IS AVAILABLE in most department stores for effective display of the sampler collection. Rug and furniture departments are often more attractively arranged for exhibit purposes than auditoriums that are not available in all stores. The display departments of the stores usually can be counted upon to present the samplers dramatically as was the case at B. Altman & Co., New York City, where the rug department was partially cleared to house the exhibit. Many stores are scheduling the exhibit for a second time.

Company Hobby Worth a Million In Publicity When on Display

It costs Stephen F. Whitman & Son, Inc., comparatively little to enjoy free advertising and publicity for a full week in each city where it exhibits its collection of samplers. Department stores house the displays and are happy to cooperate.

Based on an interview with

JULIAN T. DARKSDALE

Sales Promotion Manager, Stephen F. Whitman & Son, Inc.

Whether you call it a quirk of fate or simply the evolution of a good idea, Stephen F. Whitman & Son, Inc., manufacturers of candy since 1842, has a million-dollar publicity and advertising vehicle on its hands and it costs the company mighty little.

For a full week every month, in some city across the nation, the name of Whitman's gets advertising and publicity impact from almost every medium in the city—and Whitman's doesn't have to pay for it. It's not sensational publicity, but good, wholesome public-service and educational promotion. It's tied to Whitman's collection of original early-American

samplers that started as a family and then company hobby.

In 1912, Walter P. Sharp, then president of Whitman's, advanced the idea of designing the box for a new assortment of chocolates after the pattern of a sampler that had been a family heirloom. The Whitman's Sampler was born and interest in original samplers became a company hobby which grew in 1949 to a collection of 350.

Salesmen on the road, executives out in the field—practically everyone at Whitman's—kept their eyes peeled for samplers in antique shops. The samplers were displayed in the offices

of the company in Philadelphia. Every executive had—and still has—several samplers on his wall.

The quirk of fate, if that's how you would label it, happened in 1949 when a displayman from Jordan Marsh Co., Boston department store, arranged to set up the samplers as a store display. It started a chain reaction that is still bubbling and boiling. Since 1949, the exhibit of samplers has been shown in department stores in cities all over the country. The collection has been displayed in B. Altman & Co., New York, Strawbridge & Clothier and John Wanamaker, Philadelphia, D. H. Holmes Co., Ltd., New Orleans, Miller & Rhoads, Richmond, The Emporium, San Francisco, and other leading department stores. The exhibit is currently booked for another full year.

As an attraction, the exhibit is a natural. It contains all the elements that an ad copywriter only could hope to dream. First, the exhibit is American: The samplers on display were created by the children of America's first settlers and early pioneers. Second, the exhibit is educational: It presents the native artistic talents of early Americans and gives an insight into the home life of our forebearers.

Third, it has beauty: The samplers contain intricate and colorful designs and fancy stitches. Fourth, it's historical: It traces the development of early education, weaving and architecture in the colonies.

The initial planning of the exhibit in a department store is instigated by one of Whitman's eight divisional sales managers. He selects the store that has the prestige and clientele that would be attracted by an art exhibit. If his initial inquiry provokes interest, a meeting is then called with the store executives, including the advertising manager, publicity director, merchandise man, art needlework buyer, candy department head, and chief displayman.

The exhibit is planned as a non-commercial venture. It's not planned to sell candy. It actually stimulates a greater upsurge in art needlework buying in a store than is felt in the candy department although the latter always enjoys increased sales of Whitman's Sampler.

The display of the samplers is handled as an art exhibit. Any commercial tie-ins are up to the individual store. Whitman's attaches no strings

to its offer to supply the sampler collection.

Here's what the exhibit means to a store: For a full week, heavy traffic is drawn through the store to an upper floor where the exhibit is usually staged. Newspaper, radio and television publicity mentions the store as the site of the display. Sales throughout the store and particularly in the art needlework and candy departments reflect the values of increased traffic.

Here's what it means to Whitman's: Before and during the week of the exhibit, the department store uses large space in local newspapers to call attention to the Whitman's exhibit. Front window displays and signs inside the store offer additional promotion. Newspapers run features and news columns on the collection. Radio and television shows cover the exhibit and interview Whitman's personnel. In one year more than 350,000 people visit the exhibit while millions more read and hear about it.

Stores are particularly interested in the exhibit because it draws people in the upper income brackets who are interested in art. Strangely, perhaps,

the sampler exhibit draws many men. Architects examine the samplers for colonial architecture. Artists are drawn to the exhibit to see early American art patterns and design. Students of history, education and the like, find the display of one of America's first educational media entirely fascinating.

As the exhibit program grew, Whitman's learned new promotional techniques from the stores who displayed the collection. By gathering together all the display ideas, promotional ideas and other data, Whitman's was able to put together a large presentation book showing exactly how a store could best capitalize on the exhibit. Among other things, the book contains samples of letters sent to schools and clubs by the stores to invite visitors.

The samples are all framed, most of them in their original frames. The oldest sampler dates back to 1669. Special packing cases were designed—with the help of the Philadelphia Museum of Art—to ship the collection from one store to the next.

Currently, Whitman's has 650 samplers. On only few occasions have all been shown at once. The collection helped the promotion of Marshall Field & Co., Chicago, to mark its 100th anniversary.

A 20-page booklet was prepared as a giveaway for visitors to the exhibit. Written by Ralph Richmond, the text of the booklet was designed for the reading level of a child so that explanations and descriptions of samplers and their significance are easily understood.

After two years the exhibit is returning to some of the stores that have already had it on display. Whitman's has not considered showings in other than department stores but may do so if requested after 1953.

The cost of maintaining the exhibit, making arrangements for travel and display is roughly \$25,000. This includes travel of home-office personnel in connection with making final arrangements with department store executives. Generally, the divisional sales manager or a member of his staff is in attendance during the week the samplers are being shown. No other personnel is required.

One of the big assets of the exhibit, in addition to the advertising and publicity accruing to the company's name, is that salesmen and sales executives of Whitman's get the opportunity to talk directly to the top management of large department stores. The discussions with the top-level store executives are "bonuses" of no little benefit and stand out as a major value of the exhibit program.



Box Lunches by Thousands for G-E Meeting

General Electric Co. believes it served the biggest box luncheon ever prepared for a meeting when its share owners gathered in Schenectady, N. Y., recently. Sessions were staged in the company's mammoth 20-acre turbine building.

To fill the boxes, G-E required more than 100 people and two 36-foot assembly lines. With complete preparation taking almost a week, the luncheon accounted for 1,500 chickens, 800 lbs. of potato salad, 250 doz. rolls, 3,500 half-pints of milk, 30 gals. of olives and pickles, 6,000 separate packets of salt and pepper and 250 doz. cream-filled cakes.

A cartoon of six G-E share owners astride a steel girder was pasted on the top of each box and the plastic forks and spoons were stamped with "Share Owners' Day."

Visuals Clinic

New audi-visual techniques and products
to aid convention and meeting planners

The most startling and powerful visual presentation possible for a sales meeting is now practical. Three-dimensional motion pictures for showing to small groups are a reality. After 12 years, the problems of making three-dimensional movies practical for small groups has been solved.

Only two commercial films have ever been made in three dimensions. The first, for Chrysler Corp., was shown at the New York World's Fair. This was in color while the second, shown by Pennsylvania Railroad at the Golden Gate Exposition, San Francisco, was in black and white.

These films were eminently successful but equipment required for showing these films was the stumbling block. Until recently, the three-dimensional films were on 35 mm. film. Requiring two theatrical projectors, the presentation of three dimensionals was limited. All 35 mm. film projectors are required by law to be housed in fireproof projection rooms. Coupled to this regulation was the necessity of having two 35 mm. projectors linked synchronously. Thus, three-dimensional films were ruled out for meeting use until they could be adapted to 16 mm. film.

Three-dimensional motion pictures were originated by Loucks & Norling Studios, Inc., New York City. This company successfully created camera equipment to make the films in 16 mm. and developed the necessary interlock equipment to adapt ordinary 16 mm. projectors for three-dimensional films.

Unique and Memorable

Discussing the recent development of three-dimensionals for meeting use, Hans Tiesler, associate producer, Loucks & Norling Studios, declares: "Regardless of the subject matter, a three-dimensional screening becomes a unique and memorable performance. We have found, in all our showings, that the audience reaction is one of utter amazement. The viewer feels that the picture reaches out to him; that he is actually participating in the scene."

A three-dimensional film is a product of a special two-eyed camera, recording two views, simultaneously, such as one receives by the joint use of the left and right eye. The image reproduced on the screen is completely realistic, showing depth, detail and perspective unattainable in the conventional motion picture.

"It is the opinion of some top executives in the motion picture industry that three-dimensional motion pictures would be Hollywood's answer to television, if it were not for the problem of equipping each member of the audience with a pair of special viewing spectacles," Mr. Tiesler says. "This was no problem, however, in our commercial production for Chrysler. Here, the use of spectacles was considered an advantage which further enhanced the novelty of enjoying something never seen before. Unlike a theater audience, a commercial motion picture, sponsored by industry, is viewed by specially selected groups or captive audiences."

Viewing glasses, produced by Polaroid Corp., are nominally priced when made of paper and can be suitably imprinted with a message to make them a souvenir of the showing. The glasses can be made in quantity for as low as 10 cents each.

30% Higher Cost

Besides the amazing effects that can be created with three-dimensional films, another source of delight to the industrial film user is the practical solution to using the new film medium. Three-dimensional films can be produced at just 30% more than the cost of conventional two-dimensional.

The cost of the complete three-dimensional 16 mm. projection equipment (simply two projectors linked together) is about \$1,500 and varies slightly depending upon the quality of projector used. Such equipment can be used without change to show conventional films at any time. By simply unlinking the two projectors, you have two conventional projectors.

The same holds true for the film itself. Whereas a three-dimensional showing demands the simultaneous projection of two prints, either print

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D. J. Gardner, Sales Manager

can be used alone for a two-dimensional screening. The film comes prepared with proper starting marks so that the operation of the three-dimensional equipment is practically the same as in two-dimensional projection, requiring no elaborate training or preparation.

As the projection equipment for the 16 mm. three-dimensional film is portable and the screen may be any of the available types that have an aluminum coating, any sales meeting can be turned into a special occasion with little preparation.

Because of the novelty of three dimensions, many additional benefits can accrue to the industrial user. Movie critics and public officials in any city where the sales meeting is being staged would welcome the opportunity to see a three-dimensional film. This affords an added plus in newspaper publicity and resulting good public relations.

Minute Detail

In the present multitudinous output of industrial motion pictures, a three-dimensional production stands out singularly above the others. But beyond the novelty appeal, it has minute accuracy of detail and greater realism, plus more dramatic story impact. Therein lies its usefulness to the sponsor.

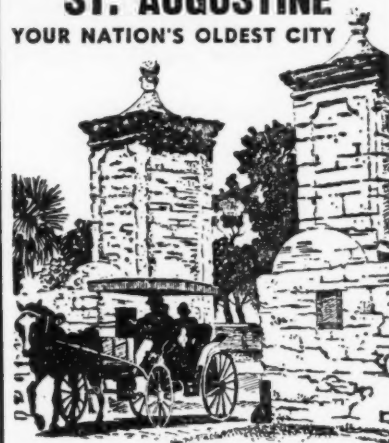
Three dimension allows for optical tricks that can make an object appear to jump right out to the very noses of the audience. This is ideal for pointing out a specific part of a product. The illusion of a filmed object coming right up to the faces of the audience is given further impact when someone in the audience walks past and below the screen. The individual appears to be walking under the object on the screen as vividly as though he actually walked under the real unfiled object.

View with Spectacles

A three-dimensional presentation must be viewed with spectacles because without them an overlapped image would be seen on the screen as it comes from the two projectors. One lens of the spectacles filters out horizontal lines while the other filters out vertical lines. Thus, each eye receives a separate image from the screen just as your eyes each receive a separate image in looking at a real object. It is the separate images when put together by the brain that gives depth perception.

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TO MAKE YOUR OWN three-dimensional motion pictures, the first step is to equip a Bolex 16 mm. camera with Kern-Paillard stereo lenses. Stereo projection lenses are available for Bell & Howell's new Filmosound 202 16 mm. magnetic recording projector, making possible three-dimensional sound films taken by an amateur for use at a sales meeting.

the principle: *To see in relief is to receive by means of each eye the simultaneous impression of two dissimilar images of the same object.* This two-thousand-year-old definition explains how three-dimensional films are possible.

The principle is old, but three dimensionals are the newest thing. They have never been used, except experimentally, on 16 mm. film for commercial use and at this moment at least two companies are planning to have three-dimensional films made for their future sales meetings.

To Make Own Films

For the sales department that wants to try its hand at taking its own three-dimensional films, a Swiss camera manufacturer is just now introducing equipment to make it possible.

Using Kern-Paillard stereo lenses, which give a three-dimensional picture by the Polaroid system of split-

ting light, you can make your own films offering depth perception. When the stereo projector lens is used with Bell & Howell Co.'s new Filmosound 202 16 mm. magnetic recording projector, three dimensional movies with sound can be produced.

Designed for One Camera

At present the Kern-Paillard stereo taking lenses are being manufactured only for the Bolex 16 mm. camera. To show the films, it is only necessary to place a Kern-Paillard stereo projection lens on the Filmosound 202 to project three-dimensional, sound movies. Polaroid glasses are used to view the film.

While this system is excellent for producing three-dimensional films, it is limited to a single 8 mm. film-size and subsequent loss of brilliance. To produce the three-dimensional effect, two 8 mm. pictures are side-by-side on the 16 mm. film. The system is quite adequate, however, for the amateur production.

Free Directory for Visual Users

A guide to the producers of slides, slide films and motion pictures is being prepared by Sales Meetings for free distribution to readers. The directory will list film producers, their facilities, services and specialties. To get this directory of visual aid producers for meetings, write: Readers' Service Bureau, Sales Meetings, 110 The Essex, Philadelphia 7, Pa.

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AN EXCHANGE OF EXPERTS from their individual groups to speak before each other's meetings is arranged by the Task Committee, National Association of Wholesalers, an association for associations. The Task Committee reviews the meeting techniques from the sound-slide film and booklet, "Sales Meetings That Pay Off," produced by the National Wholesale Druggist Association for manufacturers serving the industry.

How to Get Good Speakers To Talk at Your Meetings

You pay for speakers whether it's in cash, in time preparing them or in unpleasant results from the poor ones. An interchange of speakers between associations with common functions simplifies the problem of getting experts.

BY HOWARD T. HOVDE

*Chairman, Task Committee, National Association of Wholesalers
Executive Director, Wallpaper Wholesalers Association*

Audiences can give the "silent treatment" followed by some pretty derogatory statements to sales managers and trade association executives who do not live up to meeting expectations.

Every planned meeting is in competition with some other event. The least the audience expects is the equivalent of a good movie or TV program—but hopes for a "South Pacific" show. After all, whose money or time pays for a sales meeting or convention? If you added up the ultimate costs, you are in competition with Broadway or an educational institution.

My leaning for meetings is away from the spectacles, toward the classroom type with enough showmanship

added to take the meeting out of the schoolhouse atmosphere. Lecturing at university evening school classes and speaking before adult groups, I am left with the impression that the desire to learn is equal to the desire to be entertained and that no Broadway or Hollywood productions have had the long runs enjoyed by colleges and universities. The problem is to have the audience leave humming the hit tune.

The seriousness of meetings has recently been emphasized by the National Wholesale Druggists' Association which found it necessary to prepare a slide film and booklets addressed to manufacturers on "Sales Meetings that Pay Off." In the material, the Association expertly diag-

noses and treats sales presentation as a special prescription. It is further merchandised by a pocket calendar last-minute check list for speakers.

The investment that the drug industry has placed in this suggested solution to its problem is equally good for any other trade. It is based upon the assumption that there are plenty of sales managers and salesmen willing to speak at a meeting, but who have to be told how to do so in order to save time and money of their audiences.

You Want Information

If your major problem is getting speakers for meetings, you may delude yourself in a desire to buy a headliner. What you really want is information. Once you properly define objectives and the nature of your programming, advance planning, preparation and presentation of topics will permit your selection of speakers.

Under such a program the "expert" may be the big-name speaker or the fellow who has really "sweat out" a talk that makes sense to your audience. In the long run, I should bet on the latter individual, provided I put my time against his in helping him prepare his remarks. The lazy way is to buy the big name and take what you get. In either case, the best policy is to require advance copy on a speech. Call it a press release if at no higher level than your own house organ, but get copy in advance so you can do some blue pencilling of remarks and help point up the talk.

To those who sit through many sales meetings and conventions there seems less originality expressed, or even required, than might be supposed. Even a sophisticated audience may be looking for that "10 minutes" of an idea to help do a job. But the meeting must give that 10 minutes to every one, so there has to be many different 10-minute ideas for all, scattered through meetings.

Interchange of Speakers

The nature of meeting topics and speakers fall in a pattern that permits interchange of subjects further facilitated by the same interchange of speakers. A good talk should not be lost on a single audience. Even its reproduction in print does not do the job which might have been done if a speaker could multiply his ideas orally to other groups.

Out of this idea and similar activities, the National Association of Wholesalers was born in 1946. Prior to the formal organization there had



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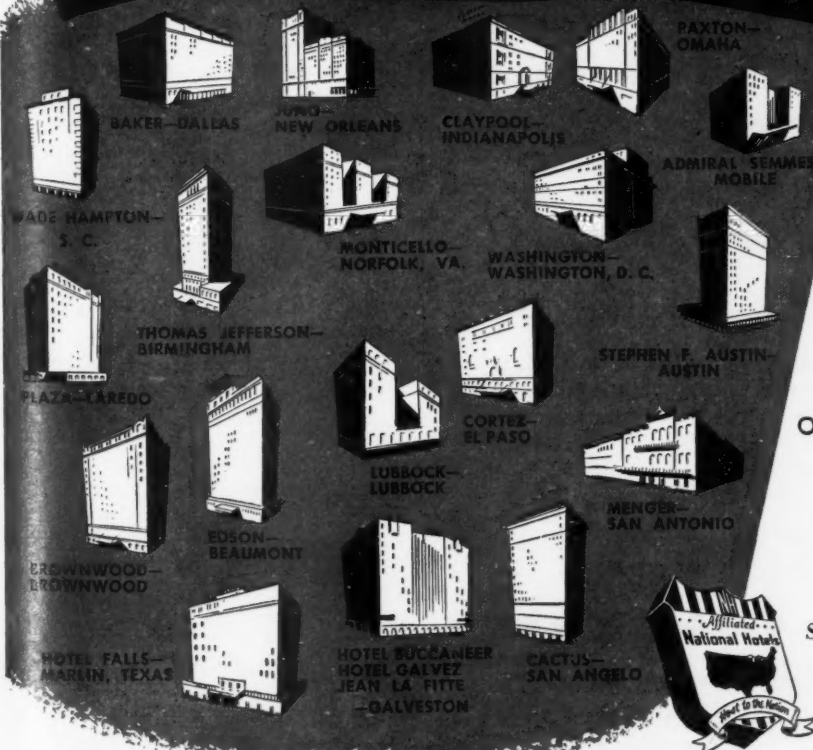
Willard M. Rutzen, General Manager

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existed a Wholesale Distribution Council with no money or centralized office to really propagate ideas. Today, Paul H. Bolton, executive vice-president, serves ten trade associations with approximately 8,000 members, from offices in the Ring Building, Washington, D. C.

Here then is a "trade association of trade associations" in the functional field of wholesaling. Business functions—common to all operations—are a common denominator on which general associations thrive. As

their names imply, the American Marketing Association, the Advertising Federation of America, the National Federation of Sales Executives, the National Office Management Association and others, cut across industries within the limited functions of their selected fields.

Why should not these functional or general associations be a real source of speaker-talent from their members? The fact is they are. As an example, direct evidence is found in the National Association of Wholesalers. Among programs rendered to constituent associations and their individual members—without impinging upon the autonomy of any—are:

1. Convention topics and speakers:

The common group function of wholesaling suggests topics and speakers useable by all. For instance, the Wholesale Dry Goods Institute developed a slogan-banner captioned: "It's Good Business . . . to Do Business . . . with Wholesalers." Talks on this theme have been developed for other wholesale organizations and firms and carried into advertising, logotypes, postage meter imprints and many other variations, all tied to-

gether in a national public relations program of the National Association of Wholesalers. This year's theme is "Those Who Know — Use the Wholesaler."

2. Personnel and labor topics:

Labor legislation and unionization today are a specialized field calling for special know-how on administrative rulings. The National Association of Wholesalers renders this information through a nationally known labor consultant employed on its staff who not only writes monthly labor bulletins, distributed to all members, but is prepared to make convention and company talks relating to wholesalers' labor problems.

3. Wholesale management school:

Education of junior executives has been furthered through a centrally controlled course which can be given in various parts of the country. In June a two-week Management School was held at Ohio State University with 16 university faculty members and 16 practicing wholesalers and trade association executives leading controlled discussions. This course, sponsored by the National Association of Wholesalers, is another example of a developed source of speeches.

4. Other college and university cooperation:

From its inception, the National Association of Wholesalers has had a college and university program whereby speakers are offered on general and specific wholesaling topics to professors as an adjunct to their teaching of undergraduates. The purpose was selfish and the objective was to help secure a better understanding of wholesaling. As a result, the Association has developed not only a good speakers' bureau, but has helped its own members in the art of expressing themselves.

5. Sales training courses:

The pattern of sales training, through available channels of distributive education in the various states, is similar for constituent groups. It is not such a far cry from a training program of the Wallpaper Wholesalers Association to that of the American Coal Sales Association as might be supposed. Product emphasis is different, but a centralized technique eliminates unnecessary duplication of effort where similar groups can share basic training materials.

6. Warehousing as a common function:

Materials handling problems, while not uniform for all wholesalers, nevertheless are sufficiently alike to warrant a common approach and an interchange of ideas of vari-

the Jefferson hotel

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If you plan to hold a convention or sales meeting in Atlantic City, it will pay to investigate the facilities at the Jefferson . . . Atlantic City's leading moderately priced hotel. Famous for its excellent cuisine and outstanding facilities, the Jefferson's completely trained convention staff is your assurance of a most successful meeting.

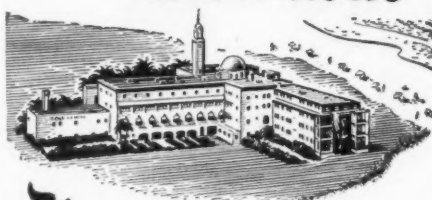
- UNEXCELLED LOCATION —in the heart of the resort, convenient to railroad and bus terminal.
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Completely Air Conditioned

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ous wholesale industries. The national group, on behalf of all its members, edited a special issue of *Flow*, pictorially representing specialized functions of receiving merchandise, storage, stock simplification, order preparation and shipping. The ingenuity not only pays dividends directly to the members who receive this publication, but implied convention and meeting topics, together with speakers. One constituent association made up its own pictorial review for distribution as a result of further operational studies. It was made the dominant feature of its 1952 national convention program.

7. Office procedure as a common function: Paralleling materials handling, there is corresponding office paper work which is frequently overlooked in efficient sales organizations. The importance of this problem is being currently tackled through a joint program of the National Association of Wholesalers with the National Office Management Association. This year the latter organization has adopted this joint effort as its major project for the year.

8. Topics, rather than speakers, result in programs: If a sales meeting or convention starts out full grown, it is likely to be a distorted monster of the two-head variety. While the Roman god, Janus, had two heads, he looked in two directions. An auxiliary head is frequently needed for operating meetings and those who are members of the National Association of Wholesalers like to feel that another thinking head is added to their organizations. As an example, before any major programming was undertaken, a full volume was edited on "Wholesaling in Our American Economy," in cooperation with the American Marketing Association. This volume, partially serving as a text book, has been extensively used in colleges and universities and business organizations. The authors of the many articles also are a source of speakers for specific topics for national, regional and local meetings.

Perhaps the emphasis of this article pays too much credit for a rather narrow purpose of the National Association of Wholesalers. The Washington office and staff constitutes a central clearing agency—and in fact a Washington office—for constituent association members and their respective wholesaler members. One member association which formerly maintained two correspondent attorneys in Washington on its behalf, found that NAW did and could do more and offer better representation for mem-

bers and therefore, has concentrated on special representation through the National Association of Wholesalers. Also, each member's office becomes the office of all other associations without formal arrangement in this inter-network of associations.

There are special Washington services that all association-members expect and demand. Government control releases are secured and sent by air mail to members by time of release date. Government speakers are regularly secured through the National Association of Wholesalers because of intimate contact with government agencies. Work on "The Hill" similarly makes for contacts when senators or congressmen are desired as speakers. The Secretary of Commerce has named for his Wholesale Trade Advisory Committee a majority of appointees from among NAW members.

You pay for speakers at conventions either directly or indirectly. The high-honorarium speaker has established his reputation. You buy him as a "package." If you don't pay an honorarium, you should put the equivalent expenses into training your speaker and editing his remarks. Professional or amateur speakers alike are motivated by other returns than money. A simple but well-printed

"Certificate of Recognition," suitable for framing, may get you a far better speaker than your company's name on a check for a speaker. The annual "award" dinner is another device. Whatever the lure, there is no substitute for basic analyses prior to a formal speech.

Your invited guest speaker should share with you your problems. But to so share, your obligation to him is as great—if not more so—in outlining the basic problems. Your speaker is a convincing mouthpiece for what you want said on your behalf.



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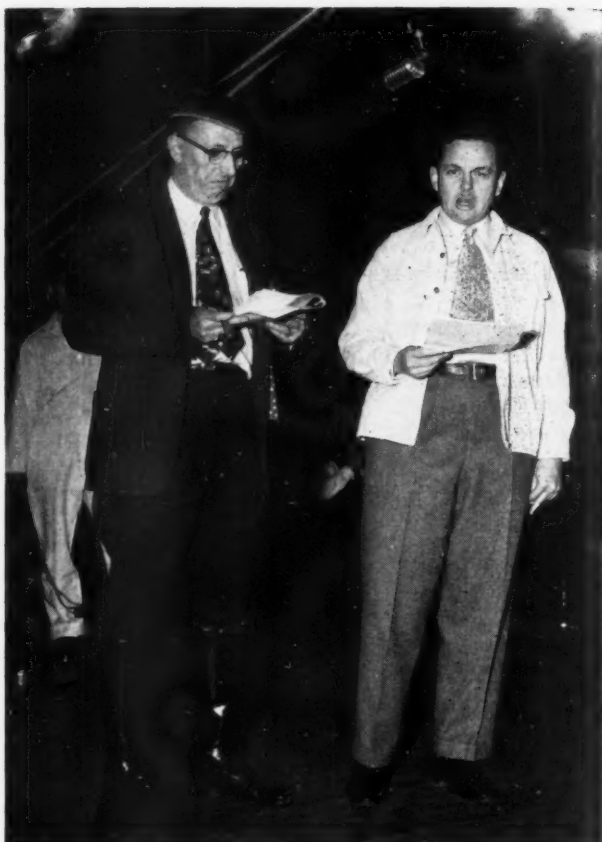
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CAST IN ROLES of Hollywood producers, circulation sales supervisors watch camera, mounted on fork truck, go into position as part of the routine designed to correlate new information with the meeting theme.



UP-COMING FEATURES in *The Tribune* revealed by W. P. Stevens, assistant executive editor, as M. E. Fisher, circulation director cast as chief producer, scans the meeting script.

Theme Inspired by Hollywood Makes One-Day Meeting a Smash Hit

Minneapolis Star and Tribune turned a sales meeting into a Hollywood production conference with the entire presentation built around studio props, costumed executives, a movie star and a heavy helping of dramatics.

"I've seen the script you producers have to work with . . . it's truly a great one . . . I know that each of you, when you get back to your territory, is going to pack in the customers and put your name right up there in lights. I know you'll each be a very big producer."

This pronouncement, smilingly given by the dancing star of "An American in Paris," Leslie Caron, wasn't made in the inner circles of Hollywood. It was given in Minneapolis

before the 250 sales supervisors and their wives attending the *Star and Tribune* circulation sales convention at the Radisson Hotel.

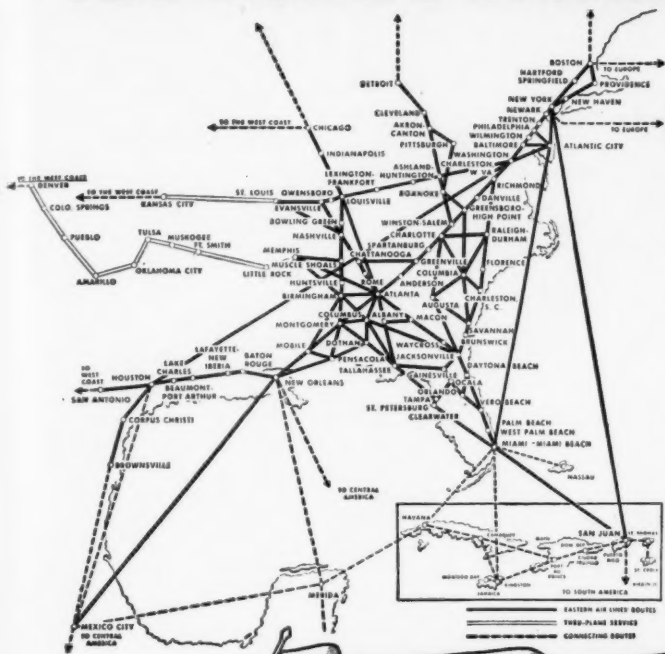
And the 250 sales supervisors, cast in the roles of Hollywood producers and armed with the coming features of the newspapers, have been proving ever since that the script of *Star and Tribune* productions is truly great and they are big producers by selling hard and fast.

Building a sales meeting around a

theme—and making it pay dividends—is old hat to the people at the *Minneapolis Star and Tribune* who plan the company's sales meetings. At the various events, supervisors may come upon a Hollywood set, as they did this time, or may find themselves on the *Star and Tribune* showboat, at a wild west roundup or a political convention. But each time they take part in a meeting that is as lively and dramatic as a full-scale professional production.

The company's sales meetings are held twice a year. Their purpose is to present the upcoming features and sales plans for the months ahead and get the enthusiastic participation of the supervisors. These 250 men—who hail from towns throughout Minnesota, North and South Dakota and western Wisconsin—are the link

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Eastern flies to ninety key cities—practically *every* city where conventions, trade shows and expositions are held. Furthermore, Eastern *specializes* in this type of business, has an entire department devoted to helping convention and sales managers with their transportation and shipping problems—and with building attendance.

Let us hear from you if you're planning a meeting. Write to Eastern Air Lines, Convention Department, 10 Rockefeller Plaza, New York 20, N. Y.

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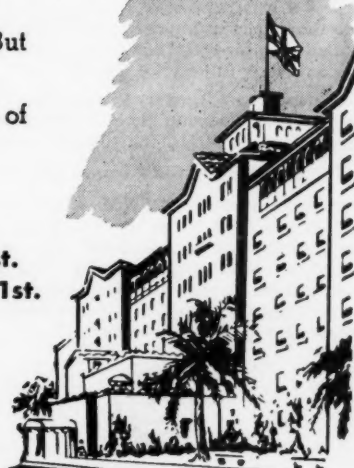
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Here's an opportunity to make your convention, meeting, exhibit or demonstration more appealing... more educational... more interesting.

A few typical successful applications

At medical conventions close-up views of surgical operations, microscopic studies, etc., have been enlarged and projected on receivers instantaneously from surgery to convention groups assembled in the hospitals or at distant hotels or other meeting places.

At an annual stockholders meeting, the stockholders were spared the confusion and effort of a plant tour. Seated in the plant cafeteria, they televised every important activity in a sprawled-out plant. They saw new products in the laboratory in the development stage—all by RCA closed-circuit TV.

At an automobile manufacturers' showing to dealers it was impossible to bring the new car into the hotel meeting room. RCA TV cameras located in a near-by garage enabled those present at the meeting to televise the new car.

In department stores, closed-circuit TV has been used for showing merchandise displays to people at several parts of the store simultaneously.

Look into how TV can help you

Portable, closed-circuit TV is a new medium. It is dramatic! It is spectacular! It can be the peg around which you can build your most successful convention or meeting. Get the full story on how it can be applied to your business. Write to: Exhibits and Conventions Department, Radio Corporation of America, Camden, N. J.



RADIO CORPORATION of AMERICA



LESLIE CARON, dancing star of "An American in Paris," performed for the 250 "producers" after flying in from Hollywood, with her husband, George Hormel, at the piano. Miss Caron helped to announce the Sunday Tribune contest at the meeting.

between the newspapers and their more than 9,000 carrier-salesmen. Their enthusiasm, knowledge and sales know-how makes or breaks circulation plans.

How do you turn a sales meeting into a curtain-raiser that makes sales plans? In the opinion of Otto Silha, promotion director for the newspapers, and M. E. Fisher, circulation director, successful meetings are the result of many factors but two of them go a long way in putting over box office: (1) staging of the meeting around a theme ("This enables us to put showmanship into the meeting."); and (2) painstaking planning of every detail and occurrence from the moment guests set foot into the hotel until they pack away the last shirt in their suitcases. This means every detail—from a specially designed convention badge to the introduction of head-table guests in verse—is handled with minute care and is designed to contribute to the effectiveness of the meeting.

The recent convention was staged as a Hollywood production conference. From the time salesmen and their wives walked onto the set of *Star and Tribune* Productions—complete with giant cameras, spotlights and typical scenery "slats"—until they met Leslie Caron, they knew that *Star and Tribune* Productions had big plans for 1952.

As the meeting theme, guests were given the "greatest scripts ever in the hands of a producer" (coming features in the papers made up the scripts). They were told to take the great stories back to their territories and produce a film that would play to SRO (i.e., make their circulation quotas). Slogan of the meeting was "Be a Big Producer."

For the first time in the company's sales meeting history, it was decided to stage the event as a one-day meeting. Although guests and their wives arrived the preceding day, the convention led off with an 8 A.M. breakfast rather than the traditional banquet the evening before.

Results of the meeting have proved to the planners that the length of a convention is a secondary factor in its success. On the questionnaire mailed supervisors following the meeting, 88% of the guests voted the event more valuable or as valuable as previous affairs. And sales reports from the territories indicate that the shorter meeting is packing the same sales wallop as its predecessors.

The event was set up with two general sessions for the combined group—a breakfast and luncheon meeting—and small divisional meetings held during the morning. The breakfast meeting, the "Production Conference," was devoted to present-

ation of new features and stress on the general content of the papers. To put over the job, dramatic effects were widely used—from cameramen "shooting" from a platform atop a lift truck to costuming of circulation and editorial executives as directors, actors, sound men and producers. Visual aids and skits (not to mention some time-honored horseplay) were used to vary the pace.

Star Entertains

The new features and promotional aids were largely presented by Circulation Director Fisher, William P. Steven, assistant executive editor, and Promotion Director Silha. They included the "I Led 3 Lives" story of Herbert Philbrick, citizen, communist and counter-spy; special election coverage; a new comic strip; and a new contest feature, "Match the Stars." As the latter event was announced, guests were introduced to Leslie Caron, who danced for the guests (in her stocking feet) while her husband, George Hormel, played the piano. Leslie had flown to Minneapolis from Hollywood to announce the "Stars" event.

During the morning divisional meetings, the supervisors received their sales quotas and discussed specific ways to sell the "script" given them at breakfast.

The luncheon session was designed to close the convention on a note of inspiration and to stress the part to be played by the supervisors back home. Principal speaker was Bill Gove, sales development manager, Minnesota Mining and Manufacturing Co., who gave tips to the "producers" on successful selling techniques.

Guests were given a recap of the sales features (printed in the form of a roll of film) and, as a reminder of their role of producer, a paper megaphone.

As the meeting closed, Joyce Swan, *Star and Tribune* vice-president, made announcement of the Fisher Award—the "Oscar" of S-T Productions (named for circulation director Fisher). The "Fisher," a specially designed necktie, will be awarded at the next sales meeting to all producers who make their quotas.

Throughout the event an effort was made to make guests feel that the welcome mat was Paul Bunyon-sized, and to get the visitors into the act. Because it was the first time planned entertainment wasn't provided in the evening, a particular effort was made to make the visitors feel welcome on their arrival.

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President & Managing
Director

OCEANFRONT AT 18th STREET

Guests received a multilithed letter on the letterhead of "S-T Productions" explaining that the free evening was the result of comments of supervisors who wanted more time for their own. With the letter was a booklet on what to see and do in Minneapolis and notice that a lounge room had been provided for guests. Circulation heads greeted guests in the meeting room.

The evening out proved popular with the guests. Asked on the post-meeting questionnaire, "Did you like having the evening free to do as you wished?", 61% of the supervisors checked "yes" and 39% "no"—although a majority specified they'd like the banquet resumed at alternate future meetings.

At 7 AM on convention day, guests were awakened with a knock on their hotel doors. A representative of "S-T Productions" wished the guests good morning, presented them with a carton of hot coffee, plus an orchid for each wife. During the luncheon session guests took part in a quiz game. Throughout the small clinical sessions in the morning they played an active role in discussion.

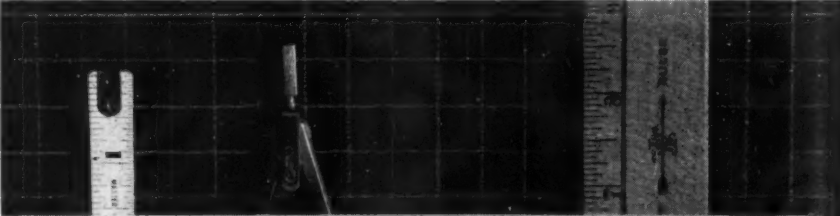
"The sales meetings give us an opportunity to make the men and their wives feel a closer part of the team," says Mr. Fisher. "We make frequent use of mixer stunts, audience-participation shows, quizzes and other devices."

The company sales conventions are produced jointly by the circulation and promotion departments. Initial planning on the events commences as long as four months in advance. Out-

line scripts on the various sessions are generally completed two months ahead of the event. Well ahead of meeting time every participant has a detailed script on each session. Scripts often run 20 pages and are complete with timing and stage directions. Every detail—from the pulling of a curtain to a light cue—is carefully planned for and, if possible, tested out in advance. "We don't leave anything to chance if we can help it," says Mr. Silha. "Mechanical details go a long way toward making or breaking the showmanship of your meeting."

To the circulation and promotion departments, sales meeting planning is a year-round operation, consisting not only of a long-range planning but consistent follow-up. In the weeks and months ahead, supervisors won't be allowed to forget their quotas or what the script of S-T Productions can do for them. A week following the meeting all guests received a summary circular. Frequent mailing pieces will follow in the weeks ahead to nail down some of the highlights of the meeting. And on every letter received from the office, supervisors find a stamped message which reads, "Be a Big Producer."

"We credit the sales meeting with playing a substantial part in our continuous circulation gains over the years," says Mr. Fisher. "We dramatize our meetings around a theme and then keep hitting away at that theme. This is the first time we've had a one-day meeting. We regard it as highly successful and I'm sure we'll use it again."



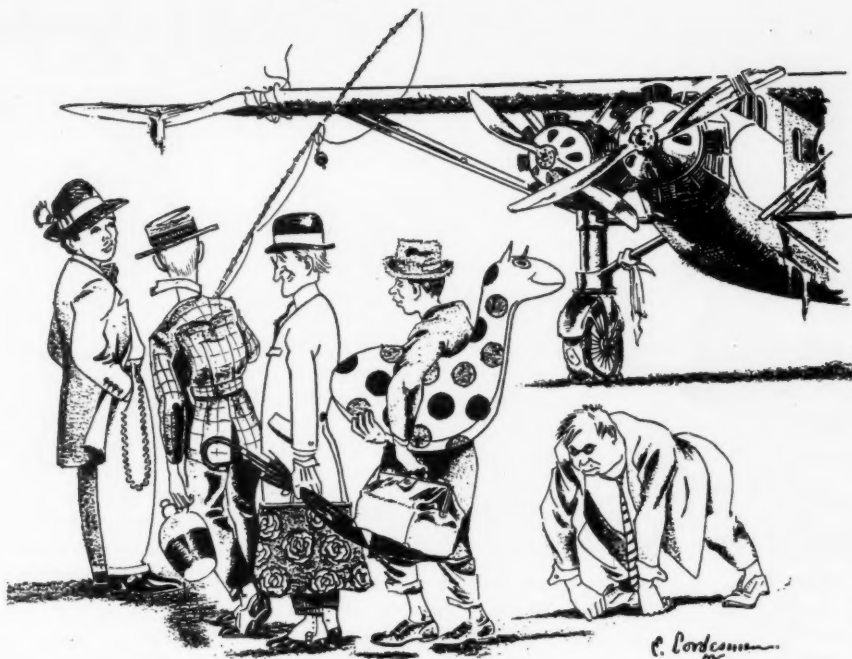
what is the SALES DIMENSION of your exhibit?

You can measure the sales value of every line—every movement — every word in a Hartwig exhibit — for Hartwig builds to sell!

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LOS ANGELES



IT'S A MOTLEY CREW of salesmen that enplanes for Slobs Point. The good salesmen don't go to this meeting and work extra hard to keep from being sent the next time

Convention for Non-Producers Works Wonders for Sales Staff

They work like crazy to stay away from this sales meeting. Convention facilities are bad enough to start a mutiny at Alcatraz, but it gives salesmen a push in right direction.

BY R. B. MITCHELL*

"I've just been through a unique and rewarding experience," said Anston P. Threlkwood, assistant agency assistant, Hardleigh Mutual Life home office, to his friend George Morrison, Ajax National, as they sat down in the Idle Hour coffee shop for their mid-morning refueling stop.

"Oh, so the company didn't squawk on your last expense account," said Mr. Morrison. "Well, that certainly would qualify as a ———."

"No," said Mr. Threlkwood, "I'm not talking about miracles. I am re-

ferring to our recent company convention, held at Slobs Point, N. Y. You know, usually an agent has to write a bunch of business to qualify, but this time we figured that the bum agents could get a lot more good out of a convention. So those were the ones we took."

"I thought I heard you say you held a convention for the lousier producers, but what did you really say?" asked Mr. Morrison. "The idea sounds far too sensible for anybody to actually do it."

"You heard me right," said Mr. Threlkwood. "It was a huge success."

"You mean you took this bunch of nogoods, spent a lot of money on them instead of on the big producers

and you call it a success?" Morrison asked incredulously, while pouring his slopped coffee out of his saucer back into the cup.

"It was a success in every sense of the word," said Threlkwood. "Take the qualification period. What do you usually get? Your good agents know they can make the convention anyway so they work along about as usual. The mediocre boys know they haven't a chance, so they don't try. A few of the ones in between put on a little extra steam so maybe you get a little extra production—but mighty little."

"Well, how does it work any better with your new plan?" asked Morrison.

"Why, under our new plan it's such a disgrace to go on the convention that if there's the slightest danger of it, the agent works himself to a frazzle trying to write enough business to try to avoid qualifying. Of course, it doesn't make any difference with the good producers, because they're out of danger anyway. But it helps with them, too, because they're not knocked out of production for a week or so while they're

*As editor of its Life Insurance Edition, Mr. Mitchell wrote this story originally for the February 1, 1952, issue of *The National Underwriter*.



Edgewater Gulf Hotel
"Overlooking the Gulf of Mexico"
EDGEWATER PARK, MISS.

finest Convention Facilities

Midway between Gulfport and Biloxi — 400 rooms — full year-round staff with the "know-how" and experience to handle your meetings . . . Air-conditioned. Complete recreational facilities include 18-hole championship golf course on our 600-acre estate. Write for recommendations from groups which sing our praises. **A. P. Shoemaker, Jr.**
General Manager

MILWAUKEE

The centrally located hotel in the convention city offering you more for your convention dollar!

The HOTEL WISCONSIN offers unexcelled accommodations and services for conventions, sales meetings, banquets, and private parties. Ask for our Convention Service Manager . . . he will be happy to assist you with your plans and place at your disposal all the facilities necessary to make your convention a success.

Your Host,
Jack Goodwin
Manager

WRITE FOR FREE BROCHURE TODAY!
HOTEL WISCONSIN
720 N. THIRD STREET • MILWAUKEE 3, WIS.

off frisking around at Lake Louise or White Sulphur.

"It was bad enough for anybody to have to attend the convention but there were degrees of disgrace. For instance, the producers who were almost good enough to avoid going on the convention made the trip in day coaches. The next lowest traveled by bus and the lowest stratum we shipped by non-scheduled airline. Besides scaring the hell out of them it gave them a very chastening concept of how expendable we considered them."

"What went on at the convention itself?" asked the now fascinated Morrison.

Meeting Program

"As I hope you are lucky enough not to know, the hotel at Slob's Point is such that any normal person's reaction is to leave his luggage in the cab while he goes in and cases the joint. In the off-season when we hold our convention to get cheaper rates, the place is dreary beyond belief. As for the program, the agents are selected for their outstanding deficiencies in one respect or another.

"We had one fellow talk on 'How I Loused Up My Last Sale—If I Can Remember That Far Back.' Another agent used to be pretty fair but has gotten lazy. We had him talk on 'How I Slid From Success to Failure in Selling.' Then there was a forum on 'What's Wrong With My Sales Methods?' That brought out a lot of good material. The only trouble was the boys were trying to outdo each other in how punk they were and some of them were drawing on their imaginations a little just to make it good. I guess it's hard for even an incompetent salesman to be entirely objective.

"The food the hotel served would have started a mutiny in Alcatraz. It was really a rough time, all the way around, and it sure made an impression on those fellows."

"You said the convention was a great success," interposed Morrison. "I suppose these agents learned so much about the wrong way to operate that they mended their ways and are on the road to being good boys."

"Well, that's the way we figured it would work," answered Threlkwood. "Actually, it turned out a lot better than that. I guess we overdid it a little because they were all so mad that they quit en masse. So we are shed of a bunch of jerks we never should have been fooling around with in the first place, although we never would have had the nerve to fire them. Best thing that ever happened to us."

in MIAMI BEACH

Finest SALES MEETING FACILITIES

MEETING ROOMS TO ACCOMMODATE
25 TO 450 PEOPLE

EVERY ROOM AIR CONDITIONED WITH
INDIVIDUAL CONTROL

TWO GREAT DINING ROOMS FAMOUS FOR
THE EXCELLENCE OF FOOD AND SERVICE

MUSIC FOR DINING AND DANCING

COCKTAIL LOUNGE WITH ENTERTAINMENT

FREE PARKING

PUBLICITY COOPERATION - WELL TRAINED
CONVENTION STAFF - AMPLE DISPLAY SPACE

NEAR GOLF COURSES, TENNIS COURTS,
FISHING, SAILING, RACING, THEATRES,
NIGHT CLUBS, SHOPPING CENTERS

SPECIAL RATES

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GORDON JESSO, Manager

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Martinique
POOL • CABANA CLUB

ON THE OCEAN AT 64th ST.

THE LIVELIEST HOTEL ON THE BEACH!

On our modified
AMERICAN PLAN

rates you enjoy

MEALS • DANCING

ENTERTAINMENT

AT NO EXTRA COST!

Atlantic City's Most Versatile CONVENTION FACILITIES

In addition to our new AIR-CONDITIONED DINING ROOM, there are beautiful private Banquet and Meeting Rooms. There is the nationally famous SUN-N-STAR ROOF, with its fabulous Sun Lamps by Day . . . and a Penthouse In The Sky at night. Plus all other features: Solaria, Salt-Baths, Free Bathing privileges; Grill, Cocktail Lounge; Garage On Premises. Home of Radio Station WMID (studio available to our guests.)

Write for information and attractive rates!

Open All Year

JAMES E. REED, Mgr.

things are happening at the
Senator
ATLANTIC CITY



A DAY AT THE FAIR, when it's the State Fair of Texas, means joining as many as 276,000 other people. That's how many visited the fair one day. Attendance for 16 days was over two million.

To Get Prospects by the Thousands You Have to "Come to the Fair"

Commercial exhibits have plenty of competition at fairs but always get the crowds. More consumer-goods manufacturers are going into fairs each year because they get mass-market advertising and sales impact at a low cost.

Fairs are the ancient ones in the field of merchandising, dating back thousands of years to remote times when trade was possible only by centralizing supply and demand of merchandise at a particular place and time.

The annual fairs of today are a far cry from those of the ancient world, often held in connection with feasts celebrated in honor of the principal gods. But modern fairs are still in a class by themselves in terms of ability to create a market.

And manufacturers, distributors and dealers have in mounting numbers in recent years come to realize what a vast, low-cost, mass-market is provided by the larger fairs. Exhibitors have increased in number at all fairs, and the variety of goods exhibited has increased in proportion. At some of the major state fairs ex-

hibit space is invariably sold out long before the opening.

Largest of the approximately 2,200 state, county and regional annual fairs in the United States is the State Fair of Texas, Dallas. Although its amazing attendance—2,320,129 for the 16 days of its 1951 run—is more than twice that of any other U. S. fair, the Texas fair is typical in many ways.

Certainly its audience, although bigger than the rest, is in cross-section typical of the throngs of people with above-average incomes and broad needs who attend the fairs throughout the country. They come to the fair in a holiday mood, eager to see and be shown, anxious to sample, determined not to miss anything.

R. L. Thornton, president of the Texas fair, has a phrase for the selling impact fair exhibits have. He

says, "A look is better than a book."

And the experience of the Dallas exhibitors have borne out his words. Especially alert to take advantage of the opportunities the State Fair of Texas offers have been the electric and natural gas utility companies in Dallas—selling not only their services and building good will, but helping to sell washing machines, refrigerators, ranges, deep freezers, radios, television sets, irons, lamps, toasters, etc. The Dallas Power and Light Co. last year presented an Electric Show in the General Exhibits Building that attracted an estimated one million people. Twenty distributors and dealers were included in the show. Demonstrations went on everywhere in the area. Tremendous effectiveness of the displays drew thousands from aisles into booths, where they could be contacted by salespeople.

The Lone Star Gas Company, in its own building on the fairgrounds, estimated its attendance during the fair at 240,000. No attempt is made to sell anything to a visitor while he is in the building. The company believes the real benefit goes beyond immediate sales. However, L. C. Roberts, the firm's advertising director, affirms that many, many instances

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SHOFLOOR

A quarter-inch thickness of interlocking rubber tile with resilience that means a world of foot and leg comfort. Banishes show fatigue. Keeps salesmen smiling and alert for orders.

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LASTS FOR YEARS/
EASY TO LAY/
EASY TO REPACK/
FITS ANY SPACE/**

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Exhibit builders and creators of
FLEXIBIT
the finest packaged display in the field

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your
next
meeting
at the



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LA SALLE AND MADISON
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Teletype
CG 28

- Complete facilities adaptable to any type of function
- Personalized attention to every detail
- Convenient to railroad terminals
- Located in the center of downtown Chicago
- Gracious, modern atmosphere, plus traditional LaSalle hospitality

WRITE FOR ROOM CHARTS, FLOOR PLANS AND FULL DETAILS

A. M. QUARLES
VICE PRESIDENT
AND GENERAL MANAGER

M. P. MATHEWSON
SALES DIRECTOR

of sales of all sorts of gas equipment from air conditioning to complete kitchens can be attributed directly to the annual exhibit.

The gas company exhibited four different types of kitchens equipped with time and labor saving devices, 32 different brands of gas ranges available at dealer stores in the company's territory, a giant "recipe box" where home economists furnished recipes and homemaking helps, and a kitchen planning service. Lone Star serves 386 towns in Texas and Oklahoma and has 600,000 customers.

Mr. Roberts thinks the fair exhibit has a good chance to present the gas company story to at least a third of its customers in a 16-day period, since a good portion of the fair's visitors probably are customers of the company.

Spare No Expense

"We give our state fair exhibit most careful planning and attention each year, sparing no expense or effort to make it colorful, attractive, informative and interesting," Mr. Roberts says. "We feel that through such an exhibit our customers and other fair visitors receive an impression of gas service and its benefits not obtainable through normal business contacts and the usual floor and window displays in the company's offices."

The Borden Co., with its well-publicized Elsie the Cow, has been a consistent fair exhibitor. At the State Fair of Texas in 1951, free souvenir postal cards were distributed to 311,495 visitors who came to see Elsie.

The H. D. Lee Co., one of the leading manufacturers of work clothes and uniforms, put on a wide-spread promotional campaign in connection with its exhibit at the 1951 Texas fair. The firm set up a clever "branding chute" manned by pretty models; entertainment was also presented several times a day. The firm distributed 120,000 miniature blue jeans and could have used twice that many; 265,000 kids went through the "branding chute." Including dealer tie-ins and other publicity, the firm figured it received five million advertising impressions from the exhibit and its promotions.

The Stewart Co., Dallas, a farm implement dealer that is one of many who have consistently exhibited at the fair since 1886, counted an average of 300 people in its exhibit at spot 10-minute checks taken twice daily at the 1951 fair. Did they come to buy? The company sold two trenching ma-



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Beautiful!**

- Sales Meeting & Show Rooms
- Banquet Facilities
- Coffee Shop—Dining Room
- Free Parking
- Dancing and Entertainment
- Cocktail Lounge

Jerry Sussman, Manager

Completely Air Conditioned

**ON THE OCEAN AT 44TH ST.
MIAMI BEACH**

Hotel Morton

in
Atlantic City

invites your inquiry
and inspection of our
facilities for enter-
taining your sales meeting
or conference.

A ground-floor room
(with full stage) seating 1,000—
other smaller rooms, ample
dining and banquet facilities.

Three hundred rooms with bath—
500 feet from Steel Pier.

Costs will be extremely
moderate.

Bell & Cope
Ownership Management

chines, a complicated and expensive mechanism, during the fair; there were only about six or seven in the whole state.

The Hav-A-Tampa Cigar Co. set up a complete cigar factory at the Dallas fair in 1951, and drew thousands of people to its fascinating demonstration on cigar making. In addition, the company sold some 85,000 cigars, mostly in gift boxes of ten cigars each.

The Southwestern Bell Telephone Co. yearly has one of the most popular exhibits at the fair. Last year it attracted by actual count 382,710 visitors. The only people counted were those who actually stopped at the exhibit, and this figured out to an average time of 12.4 minutes a visitor. Some visitors stayed as long as 30 minutes. Value of equipment used was estimated at \$500,000. Because the telephone company's exhibit has proved to be so successful, prospective fair exhibitors might take some hints from its manner of presentation.

The company used small receivers at each stop, so that visitors could hear lecturers over the noise of surrounding exhibits. It also physically tied visitors to the exhibit by the act of putting the receiver to the ear, thus overcoming a tendency to listen briefly and then drift on. For good personnel relations with the 39 employees who manned the exhibit, the inside of the diamond-shaped exhibit was used for an employee lounge, with cushioned seats, a TV set, a Coke machine and water fountain.

The telephone company distributed small personal directories as souvenirs. The company likes to have visitors take away something tangible to remember it by. Telephone Company Information Supervisor Will H. Rogers summed up the formula for successful participation in any fair, small or large, as follows:

"An attractive exhibit, a friendly staff, good promotion and showmanship—persuasive but sincere—are the keys to an effective exhibit for us or any other company that sells an intangible service."

And, based on the experience of other exhibitors, the formula would seem to work for the selling of tangibles as well.

In general, the better the exhibit, the more thought and work that goes into it—the more satisfactory it will be for the exhibitor from a dollars-and-cents angle. Exhibits have a lot to compete with—such things as Broadway musicals, football games, a giant midway, livestock shows, art and natural history museums, an aquarium, ice and thrill shows, free shows and other events at the Texas fair—but it is a fact in many cases commercial exhibits interest state fair patrons as much or more than the other things . . . even Sally Rand.

Surveys at the State Fair of Texas, which this year will be Oct. 4-19, have shown that the vast majority of people come to the fair just "to see the fair." And when they think of "the fair," nine times out of ten they think of exhibits.

If it's a matter of CONVENTION **C & O** is in the know!



Looking for the choice convention spot? Then send your convention men to any of these perfect meeting places, and you can be sure they'll be "sitting pretty."

Each resort offers superlative service, hospitality and convenience.

C & O's efficient travel experts will help you plan schedules . . . contact convention-goers . . . promote maximum convention attendance. And once your delegates are en route, they will enjoy comfortable C & O travel, courteous C & O service.

For help with all your convention problems write John G. Metz, Manager of Sales, Passenger Traffic Division, Chesapeake & Ohio Railway, 711 Fourteenth St., N. W., Washington 5, D. C.

CHESAPEAKE & OHIO RAILWAY

SUCCESSFUL CONVENTIONS ASSURED

Florida's perfect atmosphere of relaxation . . . Florida's finest facilities . . . Florida's largest, most complete resort hotel . . . plus trained help in staging and programming. Your selection of this hotel is automatic assurance of success from the standpoint of business . . . and pleasure!

- ★ Groups from 25 to 800.
- ★ Tropical Room, Grand Ballroom, Main Dining Room, smaller private meeting rooms.
- ★ 550 all-outside Guest Rooms.
- ★ Play facilities include smart new Cabana Club, Olympic salt water swimming pool, sun deck, tennis and badminton courts.
- ★ Private Beach Club on the ocean.

For complete details, write L. E. AMES, Convention Director

PALM BEACH



Daniel E. Taylor, Pres.
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HOTEL

FLORIDA'S LARGEST RESORT HOTEL

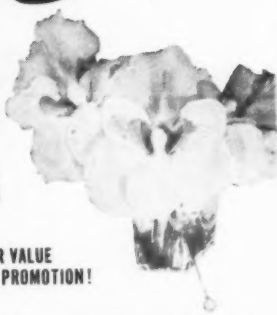
• LARGEST HOTEL SOUTH OF WASHINGTON

ORCHIDS

FOR ONLY **3¢** EACH!



CHEAP AS A
POSTAGE
STAMP,
AND A
GREATER VALUE
FOR SPECIAL PROMOTION!



Genuine, dainty Princess Aloha Hawaiian orchids, used so sensationally for sales building, now as low as 3¢ each. Beat last year's sales volume with an orchid promotion. Feature these fresh orchids in corsages of one, two, or three flowers, for openings, anniversaries, and other special events. Write today for complete details, and take advantage of this special offer, good until Oct. 1. 20,000,000 orchids available; also roses, carnations, camellias, and wonderbloom corsages, all flown to you, ready for distribution.

Orders accepted as low as \$5 — as large as \$56,000. Please send check with order. Mats and window streamers free with orders.

GRAHAM DIBLE

"THE ORCHID KING"

SM3 Dible Bldg., 8th and Walls Sts.
Los Angeles 14, Calif.

in ASBURY PARK
you can be certain of
TOP ATTENDANCE
EFFICIENT SERVICE
NO DISTRACTIONS

**for your sales meetings,
training classes, conventions**

• Away from it all . . . yet close to New York to make transportation no problem. The Berkeley offers facilities to handle meetings from 6 to 600. Air-conditioned banquet rooms, private dining rooms and suites available. One of America's finest convention hotels. Open all year.



Write Convention
Manager for illustrated
booklet and rates.

**BERKELEY-
CARTERET**

ON THE OCEAN AT ASBURY PARK, N. J.
Only 54 fast miles from New York

Convention Business

Company Meetings More Profitable

Sales meetings are three times as profitable for hotels to handle than association conventions, according to a recent survey. While the survey in no way attempted to duplicate the extensive coverage of the study made four years ago by the International Association of Convention Bureaus on convention delegate spending, the recent study included a sufficient sample to make the findings sound.

The IACB survey of 17,000 conventions in 1948 showed that delegates to these meetings spent an average of \$24 a day in convention cities. The hotels received approximately 45% of this in room, food and beverage business.

SALES MEETINGS' survey of company convention expenditures was made with a mailed questionnaire. A total of 259 executives responded to the survey that sought data on planning and spending for sales meetings.

The average expenditure for sales meetings was found to be \$66 a day for each man in attendance. This sum includes not only hotel rooms, meals, banquets and entertainment, but visual aids and, in some cases, travel.

For 183 companies the average attendance at national sales meetings is 111 while the average for regional meetings is 49. All responding companies report attendance by salesmen at meetings and 39 report attendance by dealers. Attendance by distributors at their meetings was reported by 97.

Hotels and other public meeting places are used for national meetings by 77% of the companies queried. Regional meetings in addition are staged in hotels by 42%. The sales departments of 87% of the companies make reservations with the hotels when hotel accommodations are sought for conventions. In most cases the sales departments also make reservations for the individual salesmen who are to attend the meeting.

Of the 259 respondents, 208 report their companies hold one or more national sales meetings. The average

is 2.9 meetings a year. Of these companies 192 also hold regional meetings with an average of 4.2 meetings a year.

Hotels serving sales meeting groups receive 33.4% of the total spent by companies using their facilities. This \$22 a day for each man attending the convention includes expenses for meals, banquets, rooms, decorations and all special and incidental services offered by the hotels.

As a single item, visual aids account for one of the largest expenditures at sales meetings. Companies responding indicate an average expenditure of 12.5% of total meeting costs go to the preparation of visual aids. For each man at a sales meeting, the average expenditure for visual aids amounts to \$8.25 a day.

The survey included companies that hold as little as one regional meeting a year with expenditures as low as \$500 to those who hold as many as 25 meetings and have \$150,000 budgets.

Paid the Price and Made the Profit

When the National Shrine Convention hit Miami in June, the city had a major problem of logistics, part of the price a city has to pay for catering to mammoth conclaves. The difficulties in handling a sudden influx of 75,000, however, are more than offset by the dollars left behind for the city's hotelmen, shopkeepers and others sharing in this bonanza.

More than 60 transfer and moving firms were called upon to move some 80,000 pieces of baggage for the bands and marching units alone. The 300 horses brought in by the Shriners were housed at Hialeah Race Course and moved by vans for the pageants.

While the Shriners spent heavily—as they always do—they watched their pocketbooks, too. By leaving before check-out time and beating the last-minute rush at the close of the convention, one unit alone saved \$8,700.

What Do You Do with Sales Leads at Trade Shows

(Continued from page 15)

nates deciphering of poorly written request cards and makes it easy for a visitor to register his interest.

Carboloy Department of General Electric Co. sends a personal letter to each contact made at a show. Special letters are sent to students who visit the booth. With each letter is sent a return card that can be sent in for further facts. All names acquired at a show are added to the company's direct mail lists.

Many exhibitors do not wait until the prospects leave the convention city to follow up booth visits. Some, like Whiting-Adams Co., Inc., arrange dinner meetings during the convention for those prospects appearing interested in concluding business.

While many companies sent out personal letters over the name of the sales manager to those who make inquiries at shows or request literature, some firms have the branch sales manager write the letters rather than home office. This system is used to avoid the possibility of having a letter sent from the home office to a lesser executive of a prospect company when the branch is already working on the account through a higher executive. Rather than antagonize the higher executive, the branch sales manager makes all decisions on how show inquiries will be followed up.

Yale & Towne Manufacturing Co. keeps careful check on how show leads are handled by salesmen in the field. Based on its system of handling booth inquiries, Yale & Towne knows the exact cost per inquiry received and the value in dollars of sales growing out of its show activities. It can compare the inquiry costs with other media and note how shows stack up with other forms of advertising.

An analysis of the best systems for capitalizing on sales leads acquired at trade shows and expositions, indicates these four rules should be part of any good system:

1. Special inquiry forms should be prepared for booth personnel to use.
2. Booth personnel should be instructed in the use of the form and the importance of getting as much information in writing as possible.
3. A rigid routine should be established for handling inquiries and literature requests promptly.
4. Salesmen in the field should be required to report results of all show leads.

plan your next convention for...

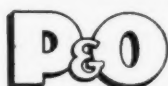
havana

and begin it aboard
the *S.S. Florida*

Combine your Havana meeting with a delightful overnight cruise aboard the 500-passenger *Florida*. Wonderful for an extension to your Miami - Miami Beach convention, too. Round-trip includes 4 meals at sea, stateroom accommodations, entertainment and dancing. \$44 plus taxes. For Convention Folder, write:



newly air conditioned dining saloon



P. & O. S. S. CO., P.O. BOX 479, JACKSONVILLE, FLA.
M I A M I • H A V A N A

... The House is YOURS MORaine ON THE LAKE HOTEL in HIGHLAND PARK, Illinois

is of Georgian design, rambling over 21 acres of beautifully landscaped ravine woodland on the water front of Lake Michigan.

Designed for conventions, where public spaces are light, airy, acoustically perfect and stocked with luxurious armchairs for utmost comfort... no charge for public spaces.

Meals are served efficiently and priced sensibly.

Perfectly situated to allow your group utmost freedom without nearby distractions.

We invite your inquiry or a personal call at any time.

Address your inquiry to Mr. J. J. Reingold, Owner



NEW READERS' SERVICE—See pages 11, 55.

Planning a
TRADE SHOW
SALES MEETING
or EXHIBIT in
ATLANTIC CITY?

consult

MELTZ Studios

Complete Show Decorating
and
Display Installation Service

- DRAPES • SIGNS
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MELTZ Studios

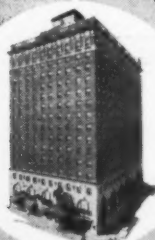
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COMPLETE
CONVENTION
FACILITIES

MODERN
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AIR-
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AIR-CONDITIONED
MEETING ROOMS
SEAT CAPACITY
25 TO 450

DINING & DANCING
NIGHTLY
*EXOTIC
BALINESE ROOM
*MAGNOLIA ROOF

**HOTEL
CLARIDGE**

(ONE BLOCK FROM MUNICIPAL AUDITORIUM)

400 ROOMS • 400 BATHS

SCOTT J. STEWART,
MANAGING DIRECTOR

Products for Planners



Gum Giveaway: An inexpensive giveaway for exhibitors is being marketed by Advergum in the form of chewing gum. The individual stick of gum has a wrapper bearing an exhibitor's name, product or sales message on front and back.

Although each order is individually made, this new advertising gum costs only a fraction of a cent a stick more than ordinary chewing gum, according to the manufacturer. The gum can be given away by the stick, package or box.

Each stick of gum is wrapped in aluminum foil paper and the advertising wrapper. Each five sticks are wrapped in cellophane.

Besides as a giveaway at trade shows, the gum can be used at sales meeting and banquets with copy slanted to the occasion. The gum comes in three flavors.

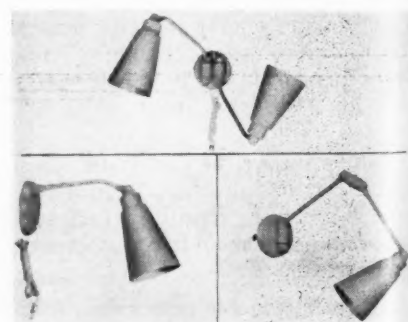
Portable Bar: An attractive dispatch case, containing the equipment for a portable bar, has been developed by Porto Case, Inc. The case has a mortised bottom into which can be fitted three bottles, either fifth or quart size, four "shot" glasses and two decks of playing cards. The lid may be removed for use as a serving tray. This small bar is the answer to the problem which confronts the busy executive who entertains while attending conventions.

The portfolio is made of plywood with brass-plated trimmings, and is 15" high, 13" wide and 5" deep. It is covered with a plastic coated tex-roid fabric which is waterproof and long wearing.



Display Lights: In answer to the need for adjustable lighting fixtures in colors that blend with modern displays, Swivelier Co., Inc., has recently introduced its new Vogue-Lites, for direct and indirect lighting.

Spring tension sockets keep the lights at any angle to which they are set. The newly-designed shade accommodates up to a 100-watt bulb. There are 26 models in the line with fixtures for wall-mounting, portables, clamp-ons, screw-ins, clusters, extensions and outdoor units.



Music and Talent
for every

Convention Need
Jerome and Roberts
ENTERTAINMENT — MUSIC

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Pennypacker 5-4535, 5-6595

UNIFORMED GUARDS
FOR
CONVENTIONS AND TRADE SHOWS
(Supervised Service)

THE KANE SERVICE

510 N. DEARBORN ST. (10) • CHICAGO
MOHAWK 4-6181 • EST. 1911

International Section



Meeting foreign businessmen, as at the Royal Netherlands Industries Fair, right, Americans find them just as desirous of promoting foreign trade and just as apprehensive about our government red tape and the peculiarities of our large markets and marketing techniques.

Bugaboo of Foreign Trade Complications Dispelled at International Fairs Abroad

American businessmen find "international business is easier than I thought" when they attend trade fairs. Personal contact is the greatest single value of international events.

BY JACQUES KUNSTENAAR

**International Business Counsel
Former Chief, Fairs and Exhibitions Branch,
U. S. Department of Commerce**

Editor's note: Because of the growing interest evidenced in visiting and exhibiting at expositions abroad, an international section is being introduced with this issue. Subsequent issues will carry detailed case histories of foreign exhibiting by American firms and reports on the leading international fairs.

The technique of the international trade fair is basically the same as the one currently in use in the hundreds of domestic shows that take place each year in the United States. Like the domestic shows, international trade fairs provide a meeting place

for business people with a simultaneous display of samples.

A short formula, showing the difference between our domestic shows and foreign fairs, can best be expressed as follows:

United States shows: vertical and domestic

International trade fairs: horizontal and world-wide

International trade fairs are composed of a group of community showings and so organized that visitors can find, under one roof, a great array of the articles in which they are interested. Most of our U. S. shows serve business within the coun-

try, whereas international trade fairs foster not only domestic, but international business transactions as well.

I have just returned to my Swiss headquarters from my yearly visit to the most important spring international trade fairs. I met many Americans at these fairs, both as visitors and exhibitors. They came from nearly every state of the Union. Some represented the largest business interests in America, others were middle-sized and small businessmen. Some of them are regular visitors to the European trade fairs that take place in spring and autumn, but most of them came for the first time. They formed a representative cross-section of American business, but despite the variety of their lines, the sizes of the enterprises they represented and their geographical origin, they all agreed enthusiastically on the advantages derived from the attendance at these fairs.

The reasons for the enthusiasm were as varied as the types of businesses in which these American visitors are engaged. Some came to look for new products that they could profitably introduce into their markets. Others wanted to conclude agency agreements with European

representatives or were seeking exclusives on certain lines to be sold in the United States. Many simply came with no set purpose other than to view the newest accomplishments in production and merchandising shown at the European fairs and to do some comparison shopping.

Despite divergence of interest, all are unanimous on one point: The greatest profit derived from a visit to

an international trade fair lies in the *personalizing* of international business relations. They maintain that international trade fairs afford an absolutely unique opportunity for making contacts, comparing notes, discussing marketing difficulties on both sides of the Atlantic, making known to your foreign counterpart the tastes and the pricing possibilities existing in your own market and leading—after

all these questions have been thrashed out—to profitable business arrangements that otherwise would have been difficult to achieve. To do "in a minimum of time, with a minimum of outlay, the maximum of business," as Edouard Herriot, founder of the well-known Lyons Fair puts it, has been and still is the reason international trade fairs are enjoying a growing popularity among American business people.

For many Americans, international trade is still a virgin field of endeavor. They feel that commerce with foreign countries might bring them new, lucrative and interesting sources of income, but at the same time they are vaguely apprehensive of doing business abroad. They prefer to stick to their more familiar domestic ground, thus letting many an opportunity slip through their fingers. One visit to a group of leading international trade fairs generally suffices to dispel these doubts—just because of the personalizing factor.

Americans at foreign fairs, discover that business people in other countries are just as desirous as they to promote their foreign trade, and just as apprehensive of our government red tape and the peculiarities of our markets. In reality, when people who are seriously interested in doing business get together, they find that these problems can be ironed out through mutual cooperation. Once the initial work is done, they find that international business can be fitted into special routines that become just as much a part of the American businessman's repertoire as the routines necessary to do business between Chicago and Philadelphia.

"International business is easier than I thought," a small middle-western manufacturer whom I met at one of the fairs where he had succeeded in finding a first-class agent to sell his products abroad, informed me.

Thousands of American tourists visit Europe each year. Many of them would be glad to combine business with pleasure, by attending some of the international trade fairs as well as important specialized shows. At least one American travel agency is already organizing package tours to selected European fairs, thus going along with the wishes of many American businessmen who would like to visit these fairs in the cheapest and most efficient way. I am convinced personally that there will be an ever-growing flow of American visitors to European trade fairs and the Canadian International Trade Fair, and a corresponding increase in the volume of international business.

How an American Firm Exhibits Abroad

It takes careful timing, literature in several languages, and multi-lingual booth personnel, but Radiant Screen Co. finds its first exhibit in a foreign show worth the extra effort.

The excitement has died down, the dust has cleared and well over 100,000 travelers have returned to their homes all over the world. The largest photographic exhibit of all times, Photokina, 1952, is over!

The Radiant Screen Co., Chicago, one of 21 American Manufacturers who exhibited at this huge show in Cologne, Germany, saw this as an excellent opportunity to meet, in person, the distributors who are presently handling Radiant products and to fill distribution gaps wherever they existed. And so, the tremendous job of preparation was begun late in November.

All brochures and presentations were translated into French and German to augment the supply of regular English literature. These were done in Europe to avoid the stilted feeling so common to school-book translations. Even printers' proofs were air mailed to Europe for final editing and OK. Large display screens, used for backgrounds, were hand-lettered in all three languages.

The exhibit was built in Germany. Basic ideas were conceived here, sent to Germany for development, returned to the U. S. for OK, and executed in Europe.

The final shipment that went to Cologne consisted of 24 bulging cases, export packed in special crates and labeled from stem to stern with a

veritable maze of shipping instructions. The first hop was to New York by rail, then by boat to Hamburg and lastly, by special car to Cologne and the exhibit grounds. The time schedule had to be perfect to get the materials to the exhibit within the deadline dates set by the exhibit authorities.

In the meantime, Adolph Wertheimer, Radiant's vice-president, scheduled his flying trip to Cologne just in time to meet the equipment as it arrived. In the remaining two days before the show opened officially, Mr. Wertheimer supervised the construction of the booth, the set-up of the displays, the unpacking of the crates, and the hiring of personnel to help man the booth. It was the company's desire to set all visitors at ease by having fully trained personnel to tell the Radiant story in the native tongue of the visitor. Naturally, it was impossible to cover all languages, but thousands of visitors to the Radiant booth know Radiant products better than ever—thanks to explanations in English, German, French, Dutch, Spanish and Swiss.

More than 300 photographic manufacturers participated in the show. The exhibit was open for nine days, and all the complicated planning notwithstanding, Radiant is looking forward to the next meeting as a worthwhile endeavor.

Foreign Fairs in Fall

Some of the Leading International Expositions of Interest to U. S. Business

Izmir, Turkey—Aug. 20-Sept. 20 '52

International Trade Fair

Ferruh Orel, director, Izmir Enternasyonal Fuari, Kulturpark, Izmir, Turkey

Frankfurt, Germany—Aug. 31-Sept. 4 '52

International Trade Fair

Dr. Julius Schnorr, manager, Messeamt, Messe-und Ausstellungen, Gesellschaft m.b.H., Frankfurt-am-Main, Germany

Utrecht, Holland—Sept. 2-11 '52

Royal Netherlands Industries Autumn Fair

Dr. J. Milius, manager, Vredenburg, Utrecht

Strasbourg, France—Sept. 6-21 '52

International Trade Fair—Strasbourg

Hotel De Ville, 9 Rue Brulee 9, Strasbourg

Vienna, Austria—Sept. 7-14 '52

International Trade Fair

M. Bruno Marek, manager, Wiener Messe, Messeplatz, I, Vienna, VII

Cologne, Germany—Sept. 7-15 '52

International Trade Fair

Joseph Paeppe, general manager, Messe-und Ausstellungs-Gesellschaft, m. b. H. Platz der Republik-Festhalle, Frankfurt-am-Main, Germany

Leipzig, Germany—Sept. 7-17 '52

Leipzig Trade Fair

Leipziger Messeamt, 8 Platz Des Friedens, Leipzig I

Salonika, Greece—Sept. 7-28 '52

International Trade Fair

Fair Committee Offices, de Thessalonici, Salonika, Greece

Bari, Italy—Sept. 8-23 '52

International Levant Fair

Italian Chamber of Commerce, 652 Grand Buildings, Trafalgar Sq., London W.C. 2

Lausanne, Switzerland—Sept. 13-28 '52

Swiss National Autumn Fair

Comptoir Swiss, Place de la Riponne 5, Lausanne

Zagreb, Yugoslavia—Sept. 13-28 '52

International Trade Fair

Ivan Snidarsic, manager, Zagrebacki Velesajam, Savska Cesta 25, Zagreb

Ghent, Belgium—Sept. 13-28 '52

International Industries Fair

S. R. Rippitt & Co., Ltd., 110 Cannon St., London E.C. 4

Marseille, France—Sept. 13-21 '52

International Trade Fair

Butlers Advertising Services, 22 St. Giles High St., London W.C. 2

Hanover, Germany—Sept. 14-23 '52

European Machine Tool Exhibition

Henri Abt, Suite 6921, Empire State Bldg., New York I, N. Y.

London, England—Sept. 7-Oct. '52

International Machine Tool Exhibition

The Machine Tool Trade Assn., Victoria House, Southampton Row, London W.C. 1

Frankfurt-am-Main, Germany—Sept. 18-28 '52

International Automobile Exhibition

Exhibition Organizers, Westendstrasse 61, Frankfurt-am-main

Paris, France—Oct. 2-12 '52

International Automobile, Cycle and Sports Exhibition

Ernest Castian, Comm. Attache, French Embassy, 2129 Wyoming Ave. N.W., Washington 8, D. C.

Berlin, Germany—Oct. 4-19 '52

Germany Industries Exhibition

Henri Abt, Suite 6921, Empire State Bldg., New York I, N. Y.

London, England—Oct. 22-Nov. 11 '52

International Motor Exhibition

Society of Motor Manufacturers and Traders, Ltd., 148 Piccadilly, London W. 1

(For additional information on fairs abroad, write: Readers' Service Bureau, Sales Meetings, 110 The Essex, Phila. 7, Pa.)



WORLD TRADE TOURS

DIVISION OF GEORGE F. BAUER COMPANY

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BUSINESS TOURS

to the

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GHEENT, Belgium

VIENNA, Austria

BARI, Italy

UTRECHT, Holland

LAUSANNE, Switzerland

COLOGNE, Germany

DUESSELDORF, Germany

FRANKFURT, Germany

HANNOVER, Germany

ZAGREB, Yugoslavia

SALONIKA, Greece

IZMIR, Turkey

with arrangements for conferences with leaders of important CHAMBERS OF COMMERCE, TRADE ASSOCIATIONS and similar Organizations in the countries to be visited.

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FOR ADDITIONAL INFORMATION

ASK YOUR TRAVEL AGENT

EXHIBITOR'S CALENDAR

Expositions, Fairs and Trade Shows as Announced for the Next 12 Months

Accounting

Controllers Institute of America
Oct. 5-8 '52, Detroit
Walter Mitchell, Jr., manager director, 1 E.
42nd St., New York 17, N. Y.

Institute of Internal Auditors
Oct. 19-21 '52, St. Louis, Attendance—500
Bradford Cadmus, 120 Wall St., New York
5, N. Y.

Insurance Accounting & Statistical Assn.
May 14-16 '53, Chicago, Attend.—1,000
L. J. Hale, P.O. Box 139, Kansas City, Mo.

Advertising

New York Premium Show
Sept. 15-18 '52, New York, Attend.—5,000
Arthur Tarshis, 12 W. 72nd St., New York,
N. Y.

Advertising Specialty National Assn.
Oct. 5-9 '52, Chicago
Russell M. Searle, sec., 1346 Connecticut
Ave. N.W., Washington, D. C.

Direct Mail Advertising Assn.
Oct. 9-10 '52, Washington, Attend.—1,000
Frank Frazier, 17 E. 42nd St., New York 17,
N. Y.

Natl. Assn. of Display Industries
Dec. 7-12 '52, New York, Attend.—2,500
J. F. Bowman, Jr., 203 N. Wabash Ave.,
Chicago 1, Ill.

Outdoor Advertising Assn. of Amer.
Dec. 7-13 '52, Chicago, Attend.—1,100
K. L. Ghaster, 24 W. Erie St., Chicago
10, Ill.

Agriculture

American Poultry & Hatchery Federation
July 22-25 '52, San Francisco
Don M. Turnbull, executive secretary, 15
West 10th St., Kansas City 6, Mo.

National Shade Tree Conference
Aug. 18-22 '52, Boston, Attendance—600
L. C. Chadwick, Dept. Hort. Ohio State U.,
Columbus 10, Ohio

Kansas State Dairy Goat Show
Aug. 28-31 '52, Salina, Kan.
Carl W. Romer, director, Admire, Kansas

Quebec Provincial Exhibition
Aug. 29-Sept. 7 '52, Quebec City, Attend-
ance—333,000
E. Boucher, management director, Coliseum,
Quebec, Que.

American Soy Bean Assn.
Sept. 9-11 '52, Lafayette, Ind., Attend.—
700
George M. Strayer, Hudson, Iowa

National Barrow Show
Sept. 16-19 '52, Austin, Minn.
R. C. Dougherty, Geo. A. Hormel & Co.,
Austin, Minnesota

4-H Club Livestock Show & Sale
Sept. 18-20 '52, Sioux City, Iowa, Attend.
—400

This list of trade shows and expositions is not complete. Space does not permit entry of every exhibiting event. Shows are selected from the complete list of events found in **SALES MEETINGS' Directory of Conventions and Trade Shows.**

Ray Rodeen, mgr., 340 Livestock Exh., Sioux
City, Iowa

Dairy Industries Supply Assn.
Sept. 22-26 '52, Chicago, Attend.—25,000
Robert Everett, 1108 16th St. N.W., Wash-
ington 6, D. C.

Iowa Poultry Improvement Assn.
Sept. 23-25 '52, Des Moines, Iowa, Attend.
—800
C. W. Stewart, 409 1/2 Douglas St., Ames,
Iowa

N.E. Poultry Producers Council
Sept. 30-Oct. 2 '52, Syracuse, N. Y., Attend.
—6,500
Alfred Van Wagenen, 11 W. State St.,
Trenton, N. J.

Natl. Poultry, Butter & Egg Assn.
Oct. 4-6 '52, Chicago, Attend.—3,300
R. J. Sidney, 110 N. Franklin St., Chicago
6, Ill.

Texas Citrus & Vegetable Growers & Shippers
Oct. 6-8 '52, San Antonio, Attend.—1,000
Austin E. Anson, Box 1749, Harlingen, Texas

Future Farmers Of Amer. Of Mo.
Oct. 13 '52, Kansas City, Mo., Attend.—
7,500
A. W. Tenney, Office Of Educ., Washington
25, D. C.

Intl. Plowing Match & Farm Machinery Display
Oct. 14 '52, Carp, Ont., Attend.—100,000
J. A. Carroll, Parliament Bldg., Toronto,
Ont.

Montana Farmers Union
Oct. 21-25 '52, Great Falls, Mont., Attend.
—1,500
N. J. Dougherty, Box 2089, Great Falls,
Mont.

Grand Natl. Livestock Exposition
Oct. 30-Nov. 8 '52, San Francisco, Attend.
—140,000
Nye Wilson, Geneva & Rio Verde, San
Francisco, Calif.

Calif. Polled Hereford Assn.
Nov. 7-8 '52, Sacramento, Calif., Attend.—
500
E. H. Spoor, Box 553, Berkeley, Calif.

Kentucky Retail Farm Equipment Association
Nov. 13-14 '52, Louisville, Attendance—450
C. W. Whitney, Highland Park Station, Box
8, Louisville, Ky.

American Society of Agronomy
Nov. 17-21 '52, Cincinnati, Attendance—
1,200
L. G. Monthey, 2702 Monroe, Madison 5,
Wis.

Royal Agricultural Winter Fair
Nov. 18-26 '52, Toronto
J. R. Johnston, secretary, Coliseum, Tor-
onto, Ont.

Iowa Retail Farm Equipment Assn.
Dec. 1-3 '52, Des Moines, Attend.—1,400
Cliff Gerstenberger, 207 9th St., Des Moines
9, Iowa

Miss. Valley Farm Equip. Assn.
Dec. 9-11 '52, St. Louis, Attend.—1,200
W. E. Parsons, 211 Hotel DeSoto Bldg.,
St. Louis 1, Mo.

New York Poultry Show
Dec. 30 '52, Jan. 3 '53, New York, Attend.
—15,000
Harvey C. Wood, Box 162, Newton, N. J.

Mass. Fruit Growers Assn.
Jan. 6-8 '53, Worcester, Mass., Attend.—
2,000
Wm. R. Cole, 101 Fearing St., Amherst,
Mass.

National Turkey Federation
Jan. 6-8 '53, Dallas, Attend.—5,000
M. C. Small, Mt. Morris, Ill.

Union Agricultural Meeting
Jan. 8-10 '53, Worcester, Mass., Attend.
—8,000

Pennsylvania Farm Show
Jan. 12-17 '53, Harrisburg, Pa., Attend.—
500,000
Harold R. McCullogh, 209 Agriculture Bldg.,
State College, Pa.

Agricultural Trade Show
Jan. 13-15 '53, Lewiston, Maine, Attend.
—5,000
Albion Goodwin, State House, Augusta,
Maine

**Boston Poultry Show & Country Life Ex-
position**
Jan. 20-24 '53, Boston, Attend.—40,000
Paul Ives, 39 Church St., Boston, Mass.

Virginia Farm Equipment Assn.
Feb. 4-6 '53, Richmond, Attend.—600
J. E. Reines, 1800 W. Grace St., Richmond,
Va.

Manitoba Dairy Assn.
Feb. 17-19 '53, Winnipeg, Can., Attend.
—500
C. H. P. Killick, sec., 143 Legislative Bldg.,
Winnipeg, Canada

Grand National Livestock Exposition
Mar. 29-Apr. 2 '53, San Francisco, Attend.
—30,000
Nye Wilson, sec.-mgr., Cow Palace, San
Francisco 24, Calif.

Leo F. Doherty, 41 Tremont St., Boston, Mass.

Agricultural Trade Show

Jan. 13-15 '53, Lewiston, Maine, Attend.—5,000
Albion Goodwin, State House, Augusta, Maine

Apparel, Fashion & Textile

Southern Textile Exposition

Oct. 6-11 '52, Greenville, S. C.
Bartha M. Green, secretary, 322 W. Washington St., P. O. Box 1323, Greenville, S. C.

Natl. Canvas Goods Mfrs. Assn.

Oct. 12-16 '52, San Francisco
J. E. McGregor, 216 Endicott Building, St. Paul 1, Minn.

San Antonio Fall Dry Goods & Apparel Market

Oct. 24-26 '52, San Antonio
Howell Jones, executive, secretary, Chamber of Commerce, San Antonio, Texas

American Association of Textile Chemists & Colorists

Nov. 6-8 '52, Boston, Attendance—2,000
Dr. H. C. Chapin, Lowell Textile Institute, Lowell, Mass.

Wholesale Dry Goods Institute—Merchandise Expos.

Jan. 19-21 '53, New York
Clapp & Poliak, Inc., 341 Madison Ave., New York 17, N. Y.

Intl. Assn. of Clothing Designers

Jan. 19-21 '53, Philadelphia, Attend.—500
Albert Mathason, exec. sec., Room 713, 12 S. 12th St., Philadelphia 7, Pa.

Knitting Arts Exhibition

Apr. 27-May 1 '53, Atlantic City, Attend.—5,000
Albert C. Rau, mgr., Campbell Fairbanks Inc., 332 Park Square Bldg., Boston, Mass.

National Cotton Council of America

Feb. 18-20 '53, Savannah, Ga., Attend.—200
Ernest Stewart, Box 18, Memphis, Tenn.

Arts

Ohio Industrial Arts Assn.

Mar. 26-28 '53, Columbus, Ohio, Attend.—700
William R. Mason, 1380 E. 16th St., Cleveland 14, Ohio

Automotive

National Truck Body Manufacturers Assn.

Sept. 15-17 '52, St. Louis
S. D. Burton, 1122 Dupont Circle, Washington, D. C.

National Association of Independent Tire Dealers, Inc.

Oct. 12-15 '52, St. Louis, Attendance—2,200
W. M. Marsh, Waytt Bldg., 777 14th St., N.W., Washington, D. C.

Fla. Auto. Dealers Association

Nov. 23-25 '52, Miami Beach, Attend.—650
W. C. Mallory, 27 E. Central, Orlando, Fla.

Automotive Service Industries Show

Dec. 10-13 '52, Atlantic City, Attend.—20,000
A. B. Coffman, 111 W. Jackson Blvd., Chicago 4, Ill.

New Jersey Vocational Arts Assn.

Mar. 19-21 '53, Atlantic City
R. O. Harthmann, 63 Lexington Ave., Jersey City 4, N. J.

Southwest Automotive Show

Mar. 26-29 '53, Dallas, Attend.—20,000
Dean Johnson, 715 Francis St., Houston, Texas

Aviation

South Carolina Automobile Dealers' Assn.

Sept. 20-22 '52, Myrtle Beach, S. C., Attend.—700
Mrs. Ella W. Ford, 1745 Sumter St., Columbia, S. C.

Society of Automotive Engineers

Jan. 12-16 '53, Detroit, Attend.—3,000
Wm. W. Milne, meeting dir., 29 W. 39th St., New York 18, N. Y.

Natl. Automobile Dealers' Assn.

Feb. 12-20 '53, San Francisco, Attend.—12,000
Ray Chamberlain, convention & exhibit mgr., 1026 17th St. N. W., Washington, D. C.

Canadian Automotive Wholesalers' & Mfrs. Assn.

Mar. 9-10 '53, Toronto, Attend.—600
L. N. Panneton, 406 Plaza Bldg., Ottawa, Ont., Canada

Southeast Automotive Show

May 21-23 '53, Miami, Attend.—5,000
Harry Gee, sec., Federal Mogul, Atlanta, Ga.

Banking, Credit & Finance

National Retail Credit Association

June 23-26 '52, Washington, D. C., Attendance—1,500
L. S. Crowder, 375 Jackson Ave., St. Louis 3, Mo.

Savings Assn. League of New York State

Sept. 8-11 '52, Saranac Inn, N. Y., Attend.—600
David Ford, 551 5th Ave., New York, N. Y.

American Bankers Association Annual Convention

Sept. 28-Oct. 1 '52, Atlantic City, Attendance—4,000
Merle E. Selecman, secretary, 12 E. 36th St., New York 16, N. Y.

Mortgage Bankers Association of America

Sept. 30-Oct. 3 '52, Chicago, Attendance—1,800
G. K. Patterson, 111 W. Wash St., Chicago, Ill.

National Association of Bank Auditors & Comptrollers

Oct. 22-30 '52, Milwaukee, Attendance—1,000
D. R. Cochard, 38 S. Dearborn St., Chicago 3, Ill.

United States Savings & Loan League

Nov. 10-14 '52, New York, Attendance—2,200
W. W. Jasinsky, 221 N. LaSalle St., Chicago 41, Ill.

Natl. Assn. of Credit Men

May 17-21 '53, Montreal, Attend.—2,000
Fred H. Schrop, 229 4th Ave., New York 3, N. Y.

Natl. Retail Credit Assn.

June 22-25 '53, New Orleans, Attend.—2,000
L. S. Crowder, 375 Jackson Ave., St. Louis 3, Mo.

Savings Assn. League of New York State

June 24-27 '53, Lake Placid, N. Y., Attend.

—600

David Ford, 551 5th Ave., New York 17, N. Y.

Barber, Beautician & Cosmetists

Beauty & Barber Supply Institute

Aug. 18-21 '52, Chicago, Attend.—3,000
Jos. Byrne, 19 W. 44th St., New York 18, N. Y.

Illinois State Hairdressers & Cosmetologists

Sept. 7-8 '52, Chicago, Attendance—2,200
C. D. Behan, director, 139 N. Clark St., Rm. 1820, Chicago 2, Ill.

Memphis Cosmetic Club

Sept. 8 '52, Memphis, Attendance—290
Nat Button, president, 1752 Lawrence Place, Memphis, Tenn.

Pan-American Beauty Trade Exposition

Sept. 14-16 '52, New Orleans, Attend.—2,000
Mrs. Ruth Crow, 3335 Dixie Drive, Houston, Texas

Associated Master Barbers of N. J.

Oct. 5-6 '52, Asbury Park, N. J., Attend.—400
Thomas Zappo, 46 Academy St., Newark, N. J.

Kansas Cosmetologists' Assn.

Oct. 5-6 '52, Wichita, Kans., Attend.—2,000
Viola Greely, Box 403, Wichita, Kans.

Hairdressers' Convention and Beauty Trade Exhibition

Feb. 2-4 '53, Montreal, Attend.—1,500
Edward H. Lance, 24 Gore St., Hamilton, Ont.

Toronto Hairdressers' Show & Trade Exhibition

Mar. 2-4 '53, Toronto, Attend.—3,500
Edward H. Lance, bus. mgr., 24 Gore St., Hamilton, Ont.

International Beauty Show

Mar. 9-12 '53, New York, Attend.—30,000
Joseph Byrne, 19 W. 44th St., New York 18, N. Y.

Beverages

Small Brewers Association

Oct. 12-14 '52, Chicago, Attendance—12,000
W. M. O'Shea, 188 W. Randolph St., Chicago 1, Ill.

American Bottlers of Carbonated Beverages

Nov. 14-18 '52, Atlantic City, Attend.—6,000
John J. Riley, sec., 1128 Sixteen St., Washington, D. C.

Building & Building Materials

(Also see Home Shows)

Contracting Plasterers Intl. Assn.

Sept. 15-18 '52, Denver, Attend.—300
Albert Beaver, 1327 Majestic Bldg., Detroit 26, Mich.

Calif. Council of Architects

Oct. 9-11 '52, Yosemite Park, Calif., Attend.—500
F. A. Chase, 3723 Wilshire Blvd., Suite 9A, Los Angeles 5, Calif.

National Assn. Housing Officials

Oct. 13 '52, Buffalo, N. Y.

Otto F. List, mgr., 1313 E. 60th St., Chicago 37, Ill.

Architects Society of Ohio

Oct. 15-17 '52, Cincinnati, Attend.—250
W. B. Huff, 1050 N. Main St., Akron, Ohio

Canadian Institute of Surveying

Feb. 4-6 '53, Ottawa, Attend.—400
W. L. MacIlquham, 41 Grove Ave., Ottawa, Ont.

Natl. Sand & Gravel Assn. Inc.

Feb. 22-26 '53, San Francisco, Attend.—900
V. P. Ahearn, 1325 E St., N.W., Washington, D. C.

Michigan Society of Architects' Conf.

Mar. 11-13 '53, Detroit, Attend.—300
T. C. Hughes, 120 Madison Ave., Detroit 26, Mich.

Building Officials Conference of America
May 31-June 7 '53, Dallas, Attend.—350
A. H. Baum, 426 City Hall, St. Louis, Mo.

Business & Management

Pacific Northwest Personnel Management Assn.

Oct. 30-Nov. 1 '52, Victoria, B. C., Attend.—350
Roy H. Lund, 1016 Langley St., Victoria, B. C., Canada

Plant Maintenance Show

Jan. 19-23 '53, Cleveland, Attend.—7,500
Clapp & Poliak, show mgrs., 341 Madison Ave., New York 17, N. Y.

Hastings "Show of Progress"

Apr. 20-24 '53, Hastings, Nebr., Attend.—12,000
Bob Garey, Box 104, Hastings, Nebr.

Retail Merchants Assn. of Texas

May 17-19 '53, Houston, Attend.—500
C. T. Lux, 506 Scarborough Bldg., Austin, Texas

Natl. Industrial Service Assn., S. E. Chapter
May 24-27 '53, New York
F. B. Wiperman, 818 Olive St., St. Louis, Mo.

National Sales Executives

June 8-10 '53, Atlantic City, Attend.—1,000
Robert A. Whitney, pres., Shelton Hotel, Lexington Ave., New York, N. Y.

Industrial Management Society

Nov. 5-7 '52, Chicago
Lewis M. Glassner, 35 E. Wacker Drive, Chicago 1, Ill.

Cemeteries & Funeral Directors

American Cemetery Association

Aug. 17-21 '52, Pittsburgh, Attendance—450
W. C. Henning, 50 W. Broad St., Columbus 15, Ohio

New Jersey State Funeral Directors' Association

Sept. 9-12 '52, Atlantic City, Attendance—800
J. H. Broemel, secretary, 347 Lafayette St., Newark 5, N. J.

Iowa Cemetery Officials

Sept. 22-23 '52, Des Moines, Ia., Attend.—100
James S. Likely, 310 E. 9th St., Ames, Ia.

Ontario Funeral Service Association

Sept. 28-30 '52, London, Ont., Attendance—500
E. T. Baycroft, executive secretary, 80 William St., Barrie, Ont.

Ohio Assn. Cemetery Supts. & Officials

Oct. 12-14 '52, Akron, Ohio, Attend.—150
S. C. Gordon, Winton Pl. Station, Cincinnati 32, Ohio

Fla. Funeral Directors & Embalmers Assn.

Oct. 28-30 '52, St. Petersburg, Attend.—250
Lida Lee Hunt, exec. sec., Suite 8, Aragon Hotel, Jacksonville 2, Fla.

Chemistry

Natl. Chemical Exposition

Sept. 9-13 '52, Chicago, Attend.—40,000
J. J. Doheny, 86 E. Randolph St., Chicago, Ill.

Chemical Specialties Manufacturers Association Inc.

Dec. 7-9 '52, New York City, Attendance—500
Mrs. E. D. Sullivan, 110 E. 42nd St., New York 17, N. Y.

American Assn. Cereal Chemists

May 24 '53, Buffalo, Attend.—500
Dr. J. A. Anderson pres., c/o Board of Grain Commrs., Winnipeg, Canada

Cleaning, Dyeing & Laundry

American Institute of Laundering

Oct. 3-5 '52, Atlantic City, Attendance—3,000
Albert Johnson, secretary-treasurer, P.O. Drawer 1187, Joliet, Ill.

Natl. Institute of Rug Cleaning

Jan. 17-19 '53, Chicago, Attend.—500
R. M. Powell, 909 Burlington Ave., Silver Spring, Md.

Coal & Petroleum

[Also see Minerals & Mining]

Petroleum Marketers Assn. of Texas

Aug. 17-19 '52, Mineral Wells, Texas, Attend.—750
H. L. Allen, 3601 McKinney, Houston, Texas

Michigan Petroleum Assn.

Sept. 7-10 '52, Mackinac Island, Mich., Attend.—325
J. D. Hadley, 2680 Penobscot Bldg., Detroit 26, Mich.

American Petroleum Credit Assn.

Oct. 13-15 '52, Chicago, Attend.—150
S. J. Haider, 512 Arcade Bldg., St. Louis 1, Mo.

American Oil Chemists Society

Oct. 20-22 '52, Cincinnati, Attend.—500
M. Argne, Clayton & Co., Houston, Texas

Iowa Indpt. Oil Jobbers Assn.

Feb. 18-19 '53, Des Moines, Ia., Attend.—700
J. A. Dennis, 1010 Liberty Bldg., Des Moines 9, Ia.

Wisconsin Petroleum Assn.

Feb. 25-26 '53, Milwaukee, Attend.—700
K. C. King, 318 Tenney Bldg., Madison 3, Wisc.

Illinois Petroleum Marketers Assn.

Mar. 10-12 '53, Chicago
E. Keith Edwards, exec. sec., 708 Ferguson Bldg., Springfield, Ill.

Ohio Petroleum Marketers Assn.

Mar. 17-19 '53, Columbus, Ohio, Attend.—500
R. A. Warfel, 665 Broad St., Columbus 15, Ohio

Petroleum Industry Electrical Assn.

Apr. 7-9 '53, Houston, Attend.—750
H. A. Rhodes, Transcontinental Gas Co., Houston, Texas

American Assn. of Petroleum Geologists

Apr. 19-23 '53, Houston, Attend.—3,500
J. P. D. Hull, bus. mgr., Box 979, Tulsa 1, Okla.

International Petroleum Exposition

May 14-23 '53, Tulsa, Okla., Attend.—300,000
William B. Way, gen. mgr., Philtower Bldg., Tulsa, Okla.

Coin & Vending Machines

National Automatic Merchandising Assn.

Sept. 14-17 '52, Chicago, Attendance—5,500
C. S. Darling, 7 So. Dearborn St., Chicago 3, Ill.

Communications

U. S. Independent Telephone Association

Oct. 15-17 '52, Chicago, Attendance—2,500
Stewart A. Collins, 411-17 Munsey Bldg., Washington 4, D. C.

Minnesota Telephone Assn.

Feb. 1-7 '53, St. Paul, Minn., Attend.—500
J. C. Crowley, 512 Hamm Bldg., St. Paul 2, Minn.

Containers & Packaging

Indust. Packaging & Materials Handling Exposition

Oct. 6-10 '52, Philadelphia, Attend.—5,000
C. J. Carney, Jr., 20 W. Jackson Blvd., Chicago, Ill.

Amer. Management Assn. Natl. Packaging Exposition

Apr. 20-23 '53, Chicago, Attend.—8,500
Clapp & Poliak Inc., 341 Madison Ave., New York 17, N. Y.

Decorating & Decorating Supplies

Federation of Paint & Varnish Production Clubs

Nov. 20-24 '52, Chicago, Attendance—1,750
C. Homer Flynn, 1524 Chestnut St., Phila. 2, Pa.

Painting & Decorating Contractors of Minn.

Jan. 15-17 '53, St. Paul, Minn., Attend.—300
Andrew Green, 1961 Margaret Ave., St. Paul 6, Minn.

Dental

West Virginia State Dental Society

July 15-17 '52, White Sulphur Springs, W. Va., Attendance—300
Dr. A. B. Drake, chairman, 508 West Virginia Building, Huntington, W. Va.

American Dental Association

Sept. 8-12 '52, St. Louis, Attendance—75,000
John J. Hollister, business manager, 222 E. Superior, Chicago 11, Ill.

Amer. Society of Dentistry for Children

Sept. 8-11 '52, St. Louis, Attend.—1,000
Dr. Hugh Keenan, English Keenan Bldg., Corning, N. Y.

Colorado Dental Association

Oct. 5-8 '52, Colorado Springs, Attendance—250
R. A. Downs, 724 Republic Building, Denver 2, Colorado

Natl. Educ. Congress for Dental Technicians

Oct. 10-12 '52, New York, Attend.—10,000
Leonard Darwin, 152 W. 42nd St., New York 18, N. Y.

Montreal Dental Club

Oct. 22-24 '52, Montreal, Attend.—500
Dr. Roger E. McMahan, sec., 1414 Drummond St., Montreal, Que.

Odontological Society of Western Pa.

Nov. 11-13 '52, Pittsburgh
L. Waddill, 206 Jenkins Bldg., Pittsburgh 22, Pa.

Greater New York Dental Mtg.

Dec. 8-12 '52, New York, Attend.—13,500
Dr. K. N. Donally, Rm. 106 A, Hotel Statler, New York, N. Y.

Minnesota State Dental Assn.

Feb. 23-25 '53, Minneapolis, Attend.—4,000
Carl V. E. Cassell, sec., 242 Lowry Bldg., St. Paul 2, Minn.

Wisconsin State Dental

Apr. 6-9 '53, Milwaukee, Attend.—2,600
Kenneth F. Crane, exec. sec., 1233 Bankers Bldg., Milwaukee 2, Wis.

Kentucky State Dental Assn.

Apr. 7-9 '53, Louisville, Attend.—1,300
Dr. A. B. Coxwell, sec-treas., 1976 Douglas Blvd., Louisville, Ky.

Oklahoma State Dental Assn.

Apr. 19-22 '53, Tulsa, Okla.
H. Leon Snow, exec. sec., 211 Plaza Court Bldg., Oklahoma City, Okla.

Michigan State Dental Society

Apr. 20-22 '53, Detroit
Henry C. Gerber, Jr., exec. sec., 1514 Olds Tower Bldg., Lansing 8, Mich.

Iowa State Dental Society

May 4-6 '53, Des Moines, Ia., Attend.—1,500
Dr. Harry I. Wilson, sec., 639 Insurance Exchange Bldg., Des Moines, Ia.

Kansas State Dental Assn.

May 10-13 '53, Kansas City, Mo., Attend.—3,000
Dr. Fred A. Richmond, sec., 861 Brotherhood Bldg., Kansas City, Kans.

Texas State Dental Society

May 10-14 '53, Houston, Attend.—2,500
Dr. Willard Ogle, 310 N. Ervay St., Dallas 1, Texas

Ontario Dental Assn.

May 17-20 '53, Toronto, Attend.—1,600
Miss Dorothy Jutton, sec-treas., 234 St. George St., Toronto 5, Ont.

Indiana State Dental Assn.

May 18-20 '53, Indianapolis, Attend.—200
Dr. E. E. Ewbank, sec., Kingman, Ind.

Education

Natl. Audio-Visual Assn.

Aug. 2-5 '52, Chicago, Attend.—1,500
Don White, exec. v-p, 845 Chicago Ave., Evanston, Ill.

National Council of Geography Teachers

Aug. 6-7 '52, Washington, Attendance—600
Miss M. Melvina, secretary, State Teachers College, Oswego, N. Y.

Assn. for Education in Journalism

Aug. 26-28 '52, New York, Attend.—300
Elmer F. Beth, University of Kansas, Lawrence, Kansas

Association of School Business Officials

Oct. 12-14 '52, Atlantic City, Attendance—800
H. W. Anderson, 710 Kalamazoo Bldg., Kalamazoo, Mich.

South Colorado Education Assn.

Oct. 23-24 '52, Pueblo, Colo., Attend.—2,000
J. T. Dunlap, 216 E. Orman, Pueblo, Colo.

Main Teachers Assn.

Oct. 30-31 '52, Bangor, Me., Attend.—5,500
Clyde Russell, 146 State St., Augusta, Me.

Missouri State Teachers Assn.

Nov. 5-7 '52, Kansas City, Mo., Attend.—15,000
Marvin Shomberger, Teachers Bldg., Columbia, Mo.

Kansas State Teachers Assn.

Nov. 6-7 '52, Wichita, Kans., Attend.—20,000
C. O. Wright, 315 W. 10th St., Topeka, Kans.

New Jersey Education Assn.

Nov. 6-9 '52, Atlantic City
F. L. Hipp, 200 Stacy Trent Hotel, Trenton, N. J.

Southern Business Educ. Assn.

Nov. 27-29 '52, Atlanta, Ga., Attend.—350
Miss Gladys Peck, supv. bus. educ., Dept. of Education, Baton Rouge, La.

American Vocational Association

Dec. 2-5 '52, Boston
M. D. Mobley, executive secretary, 1010 Vermont Ave., Washington, D. C.

Amer. Alumni Council—Midwest Reg., Dist. 5

Dec. 3-5 '52, Highland Park, Ill., Attend.—100
James Gage, Beloit College, Beloit, Wis.

Modern Language Association of America

Dec. 27-29 '52, Boston
L. R. Bradley, treasurer, 100 Washington Square, E., New York 3, N. Y.

Rocky Mt. Speech Conf.

Feb. 12-14 '53, Denver, Attend.—500
E. E. Bradley, School of Speech, University of Denver, Denver, Colo.

Amer. Assn. of School Administrators

Feb. 14-19 '53, Atlantic City
Dr. Worth McClure, 1201 16th St. N.W., Washington 6, D. C.

Natl. Assn. of Secondary School Principals

Feb. 21-25 '53, Los Angeles, Attend.—2,000
P. E. Elicker, 1201 16th St. N.W., Washington 6, D. C.

Secondary Education Board

Mar. 6-7 '53, New York, Attend.—1,000
Esther Osgood, 186 Center St., Milton 86, Mass.

Oregon Education Assn.

Mar. 16-18 '53, Portland, Attend.—4,500
C. W. Posey, 715 S.W. Morrison St., Portland 5, Ore.

Palmetto State Teachers Assn.

Mar. 26-27 '53, Columbia, S. C., Attend.—5,000
W. E. Solomon, 1719 Taylor St., Columbia, S. C.

Amer. Personnel & Guidance Assn.

Mar. 29-Apr. 2 '53, Chicago, Attend.—2,400
Dr. Robert H. Shaffer, pres., Indiana University, Bloomington, Ind.

Eastern Business Teachers Assn.

Apr. 1-4 '53, New York, Attend.—1,200
B. A. Shilt, 722 City Hall, Buffalo 2, N. Y.

Natl. Art Education Assn.

Apr. 6-11 '53, St. Louis, Attend.—2,000
Italo L. DeFrancesco, State Teachers College, Kutztown, Pa.

National Catholic Educational Assn.

Apr. 7-10 '53, Atlantic City, Attend.—2,000
James E. Cummings, exhibit mgr., 1312 Massachusetts Ave. N. W., Washington, D. C.

N. E. A., Dept. Int. Council for Exceptional Children

Apr. 8-11 '53, Boston, Attend.—1,500
Harley Z. Wooden, 1201 16th St. N.W., Washington 6, D. C.

Ky. Negro Education Assn.

Apr. 10-13 '53, Louisville, Attend.—700
W. L. Spearman, 1740 Dunesil, Louisville 10, Ky.

Natl. Assn. of College Stores

Apr. 19-22 '53, New York, Attend.—1,000
Russell Reynolds, 33 W. College St., Oberlin, Ohio

Eastern Psychological Assn.

Apr. 24-25 '53, Boston, Attend.—1,500
Dr. G. G. Lane, University of Delaware, Newark, Del.

Commercial Education Association

May 16 '53, New York, Attend.—1,000
Sidney Klevorick, arrangements chairman, Central Commercial High School, New York, N. Y.

Wisconsin Assn. for Vocational & Adult Educ.

May 18-20 '53, Milwaukee, Attend.—1,000
C. D. Rejahl, 114 N. Carroll, Madison, Wisc.

Electrical

West Coast Electronic Manufactures Association

Aug. 27-29 '52, Long Beach, Calif.
H. Parker, manager, 1980 Jefferson St., San Francisco 23, Calif.

International Association of Electrical Inspectors—NW Section

Sept. 11-13 '52, Twin Falls, Idaho, Attendance—202
W. L. Gaffney, secretary-treasurer, 402 City Hall, Tacoma, Wash.

Railway Electric Supply Mfrs. Assn.

Sept. 15-17 '52, Chicago, Attend.—1,000
John McPrice, 445 N. LaSalle St., Chicago, Ill.

International Association of Electrical Inspectors—SW Section

Sept. 18-20 '52, Fresno, Calif., Attendance—160
L. B. Sterling, chief inspector, City Hall, Fresno, Calif.

National Electronics Conference

Sept. 29-Oct. 1 '52, Chicago
Kipling Adams, exhibit chairman, 920 S. Michigan St., Room 212, Chicago 5, Ill.

Natl. Rural Electric Cooperative Assn.

Jan. 26-29 '53, San Francisco, Attend.—3,500
C. T. Ellis, 1303 New Hampshire Ave., N.W., Washington, D. C.

Assn. Municipal Electrical Utilities of Ontario
Feb. 25-27 '53, Toronto, Attend.—1,500
W. R. Mathieson, 620 University Ave., Toronto 2, Ont., Canada

N. Central Electrical Industries
Mar. 8-11 '53, Minneapolis, Attend.—1,200
A. H. Kessler, 209 Foshay Tower, Minneapolis 2, Minn.

Engineering

Universal Craftsmen Council of Engineers
Aug. 5-8 '52, New York City, Attendance—300
A. E. Thomas, Convention Secretary, 9 DeKalb Ave., Brooklyn 1, N. Y.

Instrument Society of America
Sept. 8-12 '52, Cleveland, Attendance—10,000
Richard Rimbach, 921 Ridge Ave., Pittsburgh 12, Pa.

Indiana Society of Prof. Engrs.
Dec. 5-6 '52, Gary, Ind., Attend.—400
Sam Busby, 714 C. of C. Bldg., Indianapolis, Ind.

Amer. Society For Testing Materials
Mar. 2-6 '53, Detroit
C. L. Warwick, 1916 Race St., Philadelphia 3, Pa.

Ohio Society of Prof. Engrs.
Mar. 5-7 '53, Columbus, Ohio, Attend.—1,000
L. A. Chacey, 40 W. Gay St., Columbus 15, Ohio

Natl. Assn. of Corrosion Engineers
Mar. 16-20 '53, Chicago, Attend.—1,500
A. B. Campbell, 919 Milam Bldg., Houston 2, Texas

New York State Assn. of Highway Engineers
Mar. 17-19 '53, Buffalo, Attend.—1,000
M. Jackson, 65 Court St., Buffalo, N. Y.

Entertainment

National Assn. of Dance and Affiliated Artists
Aug. 3-8 '52, Chicago, Attend.—800
C. L. Smith, 1920 W. 3rd St., Los Angeles 5, Calif.

Theater Equipment & Supply Mfrs. Assn.
Nov. 15-19 '52, Chicago, Attend.—2,000
Roy Boomer, 1938 Hillhurst Ave., Hollywood 27, Calif.

Allied States Assn. Motion Pictures Exhibitors
Nov. 17-19 '52, Chicago, Attend.—600
A. F. Myers, 1131 Dupont Circle Bldg., Washington 15, D. C.

Showmens League of America
Dec. 1-3 '52, Chicago, Attend.—800
J. L. Streibich, 400 S. State St., Chicago 5, Ill.

Texas Beach & Pool Assn.
Apr. 25-26 '53, Lubbock, Texas, Attend.—125
Roy E. Kneip, pres., 600 Houston Bldg., San Antonio, Texas

Fairs

Northern Wisconsin District Fair
Aug. 6-11 '52, Chippewa Falls, Wis., Attendance—145,000
A. L. Putnam, section-manager, Box 284, Chippewa Falls, Wis.

Illinois State Fair
Aug. 8-17 '52, Springfield, Ill.
H. W. Elliott, P. O. Box 546, Springfield, Ill.

Rhode Island State Fair
Aug. 10 '52, Kingston, R. I., Attendance—31,000
J. C. Muldowney, Green Inn, Narragansett, R. I.

Upper Peninsula State Fair
Aug. 13-18 '52, Escanaba, Mich., Attendance—100,000
H. P. Lindsay, Box 203-Escanaba, Mich.

Great Palmyra Fair
Aug. 19-23 '52, Palmyra, N. Y., Attend.—50,000
W. Ray Converse, Palmyra, N. Y.

Iowa State Fair
Aug. 22-29 '52, Des Moines
L. B. Cunningham, secretary, State House, Des Moines, Iowa

Canadian National Exhibition
Aug. 22-Sept. 6 '52, Toronto, Attendance—2,699,000
E. A. Hughes, general manager, Exhibition Park, Toronto, Ont.

California State Fair
Aug. 28-Sept. 7 '52, Sacramento, Calif., Attendance—750,000
E. P. Green, P. O. Box 2036, Sacramento, Calif.

Michigan State Fair
Aug. 29-Sept. 7 '52, Detroit, Attend.—900,000
J. D. Friel, Fair Grounds, Detroit 3, Mich.

Washington State-Far East Trade Fair
Sept. 6-14 '52, Seattle, Attend.—100,000
Ted Schmidt, mgr., 215 Columbia St., Seattle, Wash.

Western Fair Association
Sept. 8-13 '52, London, Ontario
W. D. Jackson, manager, Queens Park, London, Ont.

Los Angeles County Fair
Sept. 12-28 '52, Pomona, Calif., Attendance—1,000,000
C. B. Afflerbaugh, Pomona, Calif.

Kansas State Fair
Sept. 14-19 '52, Hutchinson, Kans. Attend.—200,000
V. C. Miller, State Fairgrounds, Hutchinson, Kans.

Eastern States Exposition
Sept. 14-20 '52, W. Springfield, Mass., Attend.—500,000
C. A. Nash, 1305 Memorial Ave., W. Springfield, Mass.

Corn Palace Festival
Sept. 22-27 '52, Mitchell, S. D., Attend.—50,000
J. M. Good, Chamber of Commerce, Mitchell, S. D.

New Jersey State Fair
Sept. 23-30 '52, Trenton, Attendance—400,000
N. L. Marshall, P. O. Box 669, Trenton 4, N. J.

Alabama State Fair
Oct. 1-7 '52, Birmingham, Attendance—260,000
R. H. McIntosh, State Fair Authority, Birmingham 8, Ala.

Texas State Fair
Oct. 4-19 '52, Dallas, Attendance—2,000,000
James Stewart, Fair Park, Dallas, Texas

Mississippi State Fair
Oct. 6-11 '52, Jackson, Attend.—300,000
J. M. Dean, Administration Bldg., Fairgrounds, Jackson, Miss.

Louisiana State Fair
Oct. 18-26 '52, Shreveport, La., Attendance—1,550,000
W. R. Hirsch, State Fair Grounds, Shreveport, La.

Pensacola Interstate Fair
Oct. 29-Nov. 3 '52, Pensacola, Fla., Attendance—100,000
J. E. Frenkel, Box 255, Pensacola, Fla.

Arizona State Fair
Nov. 2-11 '52, Phoenix
Paul F. Jones, Fair Grounds, Phoenix, Ariz.

Women's International Exposition
Nov. 3-9 '52, New York, Attend.—125,000
Mrs. Addie B. Scott, VP, 480 Lexington Ave., N.Y.C., N.Y.

Ohio Fair Managers Assn.
Jan. 16-17 '53, Columbus, Attend.—2,000
Mrs. Don A. Detrock, exec. sec., Holland Theatre Bldg., Bellefontaine, Ohio.

Montana Winter Fair
Mar. 21-27 '53, Bozeman, Mont., Attend.—25,000
George T. Sime, Box 128, Bozeman, Mont.

Fire Protection

Wash. State Assn. Fire Chiefs & Firemen
Aug. 20-23 '52, Yakima, Wash., Attend.—600
J. R. Cook, 200 15th Ave., Seattle 22, Wash.

N. J. State Firemen's Assn.
Sept. 11-13 '52, Atlantic City, Attend.—2,000
Chris H. Hasselhuhn, Chamber of Commerce Bldg., Newark 2, N. J.

Fish

Nova Scotia Fisheries Exhibition
Sept. 9-13 '52, Lunenburg, N.S., Can., Attendance—30,000
B. J. Walters, manager, P. O. Box 553, Lunenburg, N. S., Canada

Natl. Fisheries Institute
Apr. 13-15 '53, Washington, Attend.—700
C. E. Jackson, 724 9th St., N.W. Washington, D. C.

Flowers & Gardens

Texas State Florists Assn.
July 13-17 '52, Dallas, Attend.—1,200
Wise Adkisson, Box 846, Greenville, Texas

Iowa State Gladiolus Show
Aug. 12-13 '52, Sioux City, Iowa, Attendance—1,200
N. S. Collins, secretary-treasurer, State House, Des Moines, Iowa

Eastern International Gladiolus Show
Aug. 12-13 '52, Binghamton, N. Y., Attendance—25,000
Fred H. Stevens, show manager, RD #1, Marathon, N. Y.

Massachusetts Horticultural Society
Aug. 18-19 '52, Boston, Attend.—5,000
Arno H. Nehrling, dir., 300 Massachusetts Ave., Boston, Mass.

Massachusetts Horticultural Society-Products of Children's Gardens
Aug. 20-21 '52, Boston
Arno H. Nehrling, director exhibitions, 300 Massachusetts Ave., Boston 15, Mass.

Algona Gladiolus Show
Aug. 20-21 '52, Algona, Iowa
W. W. Gillespie, Algona, Iowa

Mass. Horticultural Society
Oct. 8-9 '52, Boston
Arno H. Nehrling, dir., 300 Massachusetts Ave., Boston, Mass.

Northeastern Florists Assn.
Oct. 20-21 '52, Boston, Attend.—800
A. W. Hixon, 6 Gated Lane, Worcester 3, Mass.

Mass. Horticultural Society
Nov. 6-9 '52, Boston, Mass.
Arno H. Nehrling, dir., 300 Massachusetts Ave., Boston 15, Mass.

Michigan State Horticultural Society
Dec. 2-4 '52, Grand Rapids, Mich., Attend.—1,500
H. D. Hootman, Horticultural Bldg., Grand Rapids, Mich.

Illinois State Horticultural Society
Dec. 8-11 '52, St. Louis, Attend.—400
Harvey B. Hartline, sec., 302 W. Walnut St., Carbondale, Ill.

California Spring Garden Show
Apr. 30-May 8 '53, Oakland, Calif., Attend.—115,000
Ned S. Rucker, gen. mgr., 920 Fallon St., Oakland 7, Calif.

Indiana Horticultural Society
Jan. 14-16 '53, Indianapolis, Attend.—400
R. L. Klackle, Hort. Dept., Purdue Univ., W. Lafayette, Ind.

Ohio State Horticultural Society
Feb. 4-6 '53, Columbus, Ohio, Attend.—500
Carl W. Ellenwood, sec., Ohio Agric. Experimental Sta., Wooster, Ohio

Food & Food Processing

Natl. Assn. Retail Meat & Food Dealers
Aug. 3-7 '52, New York, Attend.—700
Geo. T. Nepil, exec. sec., 330 S. Wells St., Chicago, Ill.

Texas Retail Grocers Assn.
Aug. 3-5 '52, Dallas, Attend.—1,500
Jerry Johnson, mgr., 1701 La Salle Ave., Waco, Texas

Indpt. Grocers Alliance of Amer.
Sept. 7-10 '52, Chicago, Attend.—1,000
Ed Hampe, 131 S. Wabash Ave., Chicago 3, Ill.

National Food Distributors Association
Aug. 11-14 '52, Chicago
E. J. Martin, secretary-manager, 100 E. Ohio St., Chicago 11, Ill.

Wisconsin Retail Food Dealers Association
Aug. 17-19 '52, Green Bay, Wis., Attend.—500
F. B. Wienke, secretary-manager, 611 N. Broadway, Milwaukee 2, Wis.

Wash. Retail Grocers & Meat Dealers Assn.
Aug. 19-21 '52, Seattle
R. A. Campbell, 619 Lloyd Bldg., Seattle, Wash.

Houston Food Fair
Aug. 31-Sept. 3 '52, Houston, Attend.—100,000
Tom Cloud, dir., 2621 Travis St., Houston, Texas

California Grocers Assn.
Sept. 14-17 '52, Fresno, Attend.—1,200
W. D. Hadelar, 525 Market St., San Francisco, Calif.

Natl. Frozen Food Locker Institute
Sept. 14-17 '52, Omaha
R. Madiera, Elizabethtown, Pa.

Okl. Retail Grocers Assn.
Oct. 8-13 '52, Oklahoma City, Attend.—25,000
I. O. Bowman, 406 American Natl. Bldg., Oklahoma City, Okla.

Cleveland Food Show & Home Show
Oct. 9-17 '52, Cleveland
H. S. Glenzer, 1847 E. 55th St., Cleveland, Ohio

Virginia Independent Food Dealers Association
Oct. 12-14 '52, Richmond
S. F. Straus, executive, secretary, 1109 E. Cary St., Richmond 19, Va.

Ky. Wholesale Grocers Assn.
Oct. 16-18 '52, Louisville, Attend.—500
O. J. Greene, Box 1472, Lexington, Ky.

American Bakers Assn.
Oct. 18-22 '52, Chicago, Attend.—2,500
Harold Fiedler, 20 N. Wacker Drive, Chicago 6, Ill.

St. Joseph Food Show
Nov. 3-6 '52, St. Joseph, Mo.
Bernard Witt, Jr., mgr., 401 N. 4th St., St. Joseph, Mo.

Miami Food & Beverage Show
Jan. 21-25 '53, Miami, Attend.—75,000
E. J. Seifrit, pres., 615 Southwest Second Ave., Miami, Fla.

Western States Meat Packers Assn.
Feb. 11-13 '53, San Francisco, Attend.—2,000
E. F. Forbes, pres. & gen. mgr., 604 Mission St., San Francisco, Calif.

Middlesex Seed Fair & Food Show
Mar. 1-7 '53, London, Ont., Attend.—1,500
W. K. Riddell, sec. treas., Dept. of Agriculture, 208 Richmond Bldg., London, Ont.

United States Wholesale Grocers Assn.
Apr. 19-22 '53, New Orleans
H. O. Smith, Jr., 837 Investment Bldg., Washington 5, D. C.

Assn. of Operative Millers
May 17-22 '53, Minneapolis, Attend.—1,000
Donald S. Eber, sec., 639 Board of Trade Bldg., Kansas City 6, Mo.

Forestry, Lumber & Millwood

Lake States Logging Congress
Sept. 18-20 '52, Escanaba, Mich., Attend.—1,000
L. J. Heinske, 104 Suffolk St., Ironwood, Mich.

Okl. Lumbermen's Assn.
Oct. 19-23 '52, Okla. City, Attend.—2,000
Bill Morgan, 815 Leonhardt Bldg., Okla. City, Okla.

Ohio Forestry Assn.
Jan. 22-24 '53, Columbus, Attend.—500
William Laybourne, Southern Hotel, Columbus 15, Ohio

Southwestern Lumbermen's Assn.
Jan. 28-30 '53, Kansas City, Mo., Attend.—4,000
Allan T. Flint, sec. mgr., 513 R. A. Long Bldg., Kansas City 6, Mo.

Western Retail Lumbermen's Assn.
Jan. 29-30 '53, Winnipeg, Canada, Attend.—350
J. K. Carpenter, 1319 W. Nickerson, Spokane, Wash.

Michigan Retail Lumber Dealers Assn.
Feb. 3-5 '53, Grand Rapids, Mich., Attend.—2,000
Hunter M. Gaines, sec., 1009 Bank of Lansing, Lansing 16, Mich.

Lumber Dealers Assn. of Western Pa.
Feb. 4-5 '53, Pittsburgh, Attend.—1,000
R. F. McCrear, 209 Plaza Bldg., Pittsburgh, Pa.

Mountain States Lumber Dealers Assn.
Feb. 4-6 '53, Denver, Attend.—1,000
J. V. Smith, sec. mgr., 217 Colorado Natl. Bank Bldg., Denver, Colo.

Wisconsin Retail Lumbermen's Assn.
Feb. 16-18 '53, Milwaukee, Attend.—3,500
H. P. McDermott, sec., 501 Milwaukee Gas Co. Bldg., Milwaukee 2, Wis.

North Dakota Retail Lumbermen's Assn.
Mar. 3-4 '53, Fargo, N. D., Attend.—550
Maynard A. Finch, sec., 714 11th Ave., N. Fargo, N. D.

Mississippi Retail Lumber Dealers Assn.
Mar. 12-13 '53, Jackson, Miss., Attend.—400
E. B. Lemmons, sec.-treas., P. O. Box 1968, 650 S. State St., Jackson 5, Miss.

Southern Calif. Retail Lumber Assn.
Apr. 7-9 '53, Los Angeles, Attend.—1,750
Orrie W. Hamilton, exec. VP, 111 W. 7th St., Room 1018, Los Angeles 14, Calif.

Gifts & Jewelry

California Gift Show
July 20-25 '52, Los Angeles, Attend.—7,000
Woody C. Klingborg, gen. mgr., L. A. Trade Fair, Inc., 1141 S. Brdwy., Los Angeles, Calif.

Amarillo Gift Show
July 27-29 '52, Amarillo, Texas
Ann Howell, secretary, c/o Chamber of Commerce, Amarillo, Texas

Buffalo Gift Show
Aug. 3-6 '52, Buffalo
J. M. Hammer, Box 227, Knox, Pa.

Chicago Gift Show
July 28-Aug. 8 '52, Chicago
Geo. F. Little, 220 Fifth Ave., New York 1, N. Y.

Merchandise Mart-Gift Show & China, Glassware & Pottery Market
July 28-Aug. 8 '52, Chicago, Attend.—6,500
Robert B. Johnson, sales promotion manager, The Merchandise Mart, Chicago 54, Ill.

National Association of Credit Jewelers
July 27-31 '52, Chicago
Geo. E. Gayou, show manager, 812 Olive St., St. Louis 1, Mo.

Kansas City Gift Show
Aug. 17-21 '52, Kansas City, Mo.
Fred Sands, sec., 1610 Dierks Bldg., Kansas City, Mo.

Ohio State Gift Show
Aug. 24-27 '52, Columbus, Ohio, Attend.—1,500
W. E. Offinger, 15-117 Mdse. Mart, Chicago, Ill.

Pittsburgh Gift Show

Aug. 10-13 '52, Pittsburgh
John M. Hammer, Box 227, Knox, Pa.

American National Retail Jewelers Association

Aug. 10-14 '52, New York
Charles T. Evans, secretary, 551 5th Ave., New York 17, N. Y.

Asheville Antiques Fair

Aug. 12-15 '52, Asheville, N. C.
C. J. Nuttall, manager, 660 Madison Ave., New York 21, N. Y.

Dallas Gift Show

Aug. 31-Sept. 5 '52, Dallas
Fred Sands, sec., 3108 S. Joplin St., Tulsa, Okla.

Allied Gift & Jewelry Show

Aug. 31-Sept. 4 '52, Dallas, Attendance—6,000
H. W. Johnson, President, 3832 Wilshire Blvd., Los Angeles 5, Calif.

York Antiques Show

Sept. 1-4 '52, York, Pa.
Mabel I. Renner, mgr. dir., 483 W. Market St., York, Pa.

Cleveland Gift Show

Sept. 7-10 '52, Cleveland
John M. Hammer, Box 227, Knox, Pa.

Cincinnati Gift Show

Sept. 14-17 '52, Cincinnati
John M. Hammer, Box 227, Knox, Pa.

Denver Gift & Jewelry Show

Sept. 14-17 '52, Denver
H. W. Johnson, pres., 3832 Wilshire Blvd., Los Angeles, Calif.

American National Watchmakers Association

Sept. 21-22 '52, Louisville, Attendance—500
Imro Peterman, business manager, Box 743, Tahoka, Texas

New Haven Antiques Show

Oct. 1-4 '52, New Haven, Conn., Attendance—15,000
M. Cottler, director, 220 Park St., New Haven 11, Conn.

Lancaster Antiques Exposition

Oct. 6-9 '52, Lancaster, Pa.
Mrs. Mabel Renner, 483 W. Market St., York, Pa.

Montreal Gift Show

Oct. 6-9 '52, Montreal, Attend.—2,000
H. W. Young, 9 Duke St., Toronto, Ont.

Norristown Antique Show

Oct. 20-23 '52, Norristown, Pa.
Dora E. Seeley, mgr., Ambler, Penna.

Copley Plaza Antiques Show

Oct. 27-30 '52, New York
Mrs. Dorothy Hazen, mgr., 660 Madison Ave., New York, N. Y.

Philadelphia Antiques Fair

Nov. 3-6 '52, Philadelphia
C. J. Nuttall, pres., 660 Madison Ave., New York, N. Y.

Hershey Antiques Exposition

Dec. 1-4 '52, Hershey, Pa.
Mrs. Mabel I. Renner, 483 Market St., York, Pa.

Orlando Antiques Show

Feb. 9-12 '53, Orlando, Fla., Attend.—1,800
Miss A. Wright, 1525 W. Washington St., Orlando, Fla.

Detroit Gift Show

Mar. 1-5 '53, Detroit, Attend.—2,000
Walter E. Offinger, mgr., 15-117 Merchandise Mart, Chicago, Ill.

dise Mart, Chicago, Ill.

National Antiques Show

Mar. 9-15 '53, New York, Attend.—100,000
Morton Yarmon, 97 Duane St., New York 17, N. Y.

Glass & Pottery**Associated Glass & Pottery Mfrs.**

Jan. 8-16 '53, Pittsburgh, Pa., Attend.—2,000
J. M. Hammer, Box 227, Knox, Pa.

Government**Mass. Assn. of Sealers of Weights & Measures**

Oct. 2-3 '52, Cambridge, Mass.
A. L. Kennedy, 168 Cohasset St., Worcester, Mass.

National Institute of Governmental Purchasing

Oct. 19-22 '52, Chicago, Attendance—1,100
A. H. Hall, 730 Jackson Pl., N.W., Washington 6, D. C.

Illinois Assn. of Park Districts

Oct. 23-25 '52, Rockford, Ill., Attend.—300
Marjorie Dickinson, 401½ E. Capitol, Springfield, Ill.

Graphic Arts**Virginia State Printers Assn.**

Sept. 19-20 '52, Roanoke, Attend.—100
Ed O. Meyer, sec., Va. Press Assn., 510 Virginia Bldg., Richmond, Va.

American Electro-Platers' Society

June 14-18 '53, Phila.
D. Gardner Foulke, exec. sec., 445 Broad St., American Bldg., Newark 2, N. J.

Hardware**American Architectural Hardware Consultants**

Sept. 28-Oct. 1 '52, Chicago, Attend.—2,500
S. O. Hooghkirk, 420 Madison Ave., New York, N. Y.

National Contract Hardware Association

Sept. 28-Oct. 1 '52, Chicago, Attendance—2,500
J. R. Schoemer, 420 Madison Ave., New York 17, N. Y.

National Hardware Show

Oct. 6-10 '52, New York
Charles Snitow, managing director, 331 Madison Ave., New York, N. Y.

American Hardware Manufacturers Assn.

Oct. 12-14 '52, Atlantic City, Attend.—2,000
A. L. Faubel, 342 Madison Ave., New York, N. Y.

Eastern Canada Hardware Show

Jan. 19-22 '53, Montreal, Attend.—40,000
Emile St. Pierre, P. O. Box 27, Station T, Montreal, Que.

Ontario Retail Hardware Assn.

Feb. 2-4 '53, Toronto, Attend.—8,000
Robert U. Lamb, exhibit mgr., 1835 Yonge St., Toronto, Ont.

Wisconsin Retail Hardware Assn.

Feb. 3-5 '53, Milwaukee, Attend.—3,300
H. A. Lewis, sec. treas., 200 Strongs Ave., Stevens Point, Wis.

Kentucky Retail Hardware Assn.

Feb. 10-12 '53, Louisville, Ky., Attend.—500
Dwayne W. Laws, sec. treas., 501-502 Republic Bldg., Louisville, Ky.

Pacific Southwest Hardware Assn.

Feb. 17-19 '53, Long Beach, Calif., Attend.—5,000
A. C. Kammeir, 416 W. 8th St., Los Angeles 14, Calif.

Michigan Retail Hardware Assn.

Feb. 18-19 '53, Detroit, Attend.—5,000
H. W. Schumacher, 1916 Olds Tower Bldg., Lansing 8, Mich.

Missouri Retail Hardware Assn.

Mar. 3-5 '53, St. Louis, Mo., Attend.—4,500
H. F. Scherer, 1189 Arcade Bldg., St. Louis, Mo.

Health, Recreation & Welfare**Natl. Assn. of Sanitariums Inc.**

Sept. 2-5 '52, Denver, Attend.—400
R. C. Davis, 1256 W. 7th St., Los Angeles 14, Calif.

Ohio State Safety Conference Exhibit

Sept. 16-18 '52, Cleveland, Attendance—4,400
C. L. Smith, secretary-treasurer, 2073 E. 9th St., Suite 508, Cleveland, Ohio

State Conf. of Health Comm. of Ohio

Sept. 27-28 '52, Columbus, Attend.—150
Dr. J. D. Porterfield, 306 Ohio Dept. Bldg., Columbus, Ohio

American Association of Blood Banks

Oct. 9-11 '52, Milwaukee, Attendance—725
Dr. J. W. Davenport, Jr., Southern Baptist Hospital, 2700 Napoleon Ave., New Orleans 15, La.

National Safety Council Congress

Oct. 20-24 '52, Chicago, Attendance—8,000
R. L. Forney, 425 N. Michigan Ave., Chicago 11, Ill.

American Public Health Association

Oct. 20-24 '52, Cleveland, Attendance—5,000
Williamina Walsh, 1790 Broadway, New York 19, N. Y.

American Dietetic Association

Oct. 21-24 '52, Minneapolis
Mildred L. Egeberg, business manager, 620 N. Michigan Ave., Chicago 11, Ill.

Assn. for Health, Physical Ed. & Rec.

Jan. 21-24 '53, Syracuse, N. Y., Attend.—200
J. Kuhnert, Board of Education, Mt. Vernon, N. Y.

Wisconsin Council of Safety

Feb. 1 '53, Milwaukee, Attend.—1,000
R. W. Gillette, State Office Bldg., Room 234, Madison, Wis.

Assn. of Private Camps

Feb. 11-14 '53, New York, Attend.—2,600
E. A. Michaelson, 55 W. 42nd St., New York, N. Y.

Texas Public Health Assn.

Feb. 15-18 '53, Galveston, Texas, Attend.—500
Earle W. Sudderth, Court House, Dallas, Texas

Natl. Sanitary Supply Assn.

Feb. 22-27 '53, Chicago, Attend.—3,500
L. J. Kelly, 139 N. Clark St., Chicago 2, Ill.

Philadelphia Regional Safety Conference

Mar. 3-4 '53, Phila., Attend.—3,000

W. W. Matthews, 17th & Sansom Sts., Phila.
3, Pa.

Greater New York Safety Council

Mar. 25-28 '53, New York, Attend.—10,000
Paul F. Stricker, exec. VP, 60 E. 42nd St.,
New York, N. Y.

Massachusetts Safety Council

Mar. 30-31 '53, Boston, Attend.—3,000
Edgar F. Copell, pres., 31 State St., Bos-
ton 9, Mass.

Texas State Nutrition Council

Apr. 11-12 '53, Mineral Wells, Texas, At-
tend.—200
Mrs. Mary E. Evans, Box 3, Wylie, Texas

Industrial Accident Prevention Assn.

Apr. 20-21 '53, Toronto, Attend.—3,380
R. G. D. Anderson, gen. mgr., 600 Bay St.,
Toronto, Ont.

Western Pa. Safety Council

Apr. 28-30 '53, Pittsburgh, Attend.—2,500
H. H. Brainerd, 605 Park Bldg., Pittsburgh
22, Pa.

Central N. Y. Safety Conference & Exhibit

May 10-13 '53, Syracuse, Attend.—4,000
Walter L. Fox, mgr., Safety Div. Syracuse
Chamber of Commerce, Syracuse 2, N. Y.

Natl. Conference of Social Work

May 21-23 '53, San Jose, Calif., Attend.—
1,000
J. R. Hoffer, 22 W. Gay St., Columbus,
Ohio

Natl. Tuberculosis Assn.

May 31-June 5 '53, Los Angeles, Attend.—
2,500
Henry B. Stevens, bus. mgr., 1790 Broadway,
New York 19, N. Y.

Heating, Plumbing & Refrigeration

Natl. Assn. Practical Refrigerating Engrs.

Nov. 12-14 '52, Dallas, Attend.—400
Emerson Brandt, 435 N. Waller Ave., Chi-
cago 44, Ill.

Kansas Master Plumbers Assn.

Feb. 13-14 '53, Wichita, Kans., Attend.—
450
F. O. Babcock, 353 N. Water, Wichita,
Kans.

Natl. Sanitary Supply Assn.

Mar. 22-25 '53, Chicago, Attend.—4,000
L. J. Kelly, exec. VP, 139 N. Clark St.,
Chicago, Ill.

Oil Heat Institute of Washington

Apr. 15 '53, Spokane, Attend.—400
Robert Elmslie, 305 Lloyd Bldg., Seattle,
Wash.

Hobbies & Toys

California Button Convention & Show

Aug. 10-12 '52, Santa Barbara, Calif.
Mrs. Mark Vilim, Box 176, Coronado, Calif.

American Philatelic Society

Sept. 2-5 '52, Philadelphia, Attend.—500
Earl Apfelbaum, 1426 S. Penn Square, Phila-
delphia, Pa.

National Button Society

Oct. 2-5 '52, Buffalo, N. Y., Attend.—300
Victor Flint, 2400 N. Murray Ave., Mil-
waukee, Wis.

American Toy Fair

Mar. 7 '53, New York, Attend.—10,000
H. D. Clark, sec., 200 5th Ave., New York
10, N. Y.

Home Shows

Richmond Better Homes Show

Sept. 15-21 '52, Richmond, Va., Attend.—
10,000
C. H. Yogel, exec. sec., 2403 W. Main St.,
Richmond 20, Va.

Ohio Home Builders

Nov. 23-25 '52, Cincinnati, Attend.—500
A. H. Falace, Virginia Hotel, Columbus,
Ohio

Natl. Assn. of Home Builders

Jan. 18-22, '53, Chicago, Attend.—17,000
Paul S. Van Auken, 111 W. Jackson Blvd.,
Chicago, Ill.

Toledo Blade Home & Travel Show

Feb. 7-15 '53, Toledo, Ohio, Attend.—75,000
Milt H. Tarloff, dir., 505 Spitzer Bldg.,
Toledo 4, Ohio

Home Builder's Assn. of Greater St. Louis

Feb. 21-Mar. 1 '53, St. Louis, Attend.—
100,000
H. J. Loosley, pres., 1624 Delmar Blvd.,
St. Louis 3, Mo.

Greater Cleveland Home & Flower Show

Feb. 28-Mar. 8 '53, Cleveland, Attend.—
200,000
Ralph P. Stoddard, mgr., dir., 520 Leader
Bldg., Cleveland 14, Ohio

California International Home Show

March 7-15 '53, Oakland, Calif.
J. I. Hennessy, 277 W. MacArthur Blvd.,
Oakland, Calif.

Central Pennsylvania Builders Show

Mar. 9-14 '53, Harrisburg, Pa., Attend.—
300,000
J. L. Barren, sec., 2501 N. Front St., Harris-
burg, Pa.

Miami Home Show

Mar. 22-29 '53, Miami, Attend.—120,000
C. H. Brooks, mgr., 8426 N.W. 2nd Ave.,
Miami, Fla.

Eastern Canada Better Home & Industrial

Bldg. Show
May 11-16 '53, Montreal, Attend.—40,000
Emile St. Pierre, P. O. Box 27, Station T.,
Montreal, Que.

Hotels & Restaurants

Iowa Restaurant Assn.

Sept. 14-16 '52, Des Moines, Attend.—650
Hugh M. Slaught, 311 Shops Bldg., Des
Moines, Iowa

Pacific Coast Reg. Restaurant

Oct. 6-8 '52, Los Angeles
Wm. W. Bradford, conv. mgr., 448 S. Hill
St., Los Angeles, Calif.

Kansas Restaurant Assn.

Oct. 9-11 '52, Wichita, Kan., Attend.—1,500
J. A. Wolf, 115 S. Main St., Wichita, Kan.

Oklahoma Restaurant Assn.

Oct. 28-30 '52, Tulsa, Attend.—1,000
Robroy Price, 2207 N. Broadway, Okla.
City, Okla.

Illinois State Restaurant Assn.

Oct. 28-31 '52, Springfield, Ill., Attend.—
1,000
J. F. Curtis, 626 E. Capitol Ave., Spring-
field, Ill.

National Hotel Exposition

Nov. 10-14 '52, New York, Attend.—95,000
A. L. Lee, 141 W. 51st St., New York 19,
N. Y.

Oregon Motor Court Assn.

Nov. 12-14 '52, Portland, Ore., Attend.—250
G. J. Gutfleisch, P. O. Box 2005, Portland
14, Ore.

Hotel Sales Management Assn. Intl.

Nov. 23-25 '52, Chicago, Attend.—350
Esther Q. Joyce, 209 S. High St., Columbus
15, Ohio

Washington, D. C. Restaurant Assn.

Dec. 1-4 '52, Washington, Attend.—5,000
R. J. Wilson, 2003 Eye St., N. W. Wash-
ington, D. C.

Wis. Restaurant Assn. Food & Equip. Expo.

Feb. 24-26 '53, Milwaukee, Attend.—6,000
E. A. Conforti, 161 W. Wisconsin St., Mil-
waukee 4, Wis.

National Restaurant Assn.

May 11-14 '53, Chicago, Attend.—21,000
Frank J. Wiffler, 8 S. Michigan Ave., Chi-
cago 3, Ill.

House Furnishings

Los Angeles Lamp & Picture Show

July 6-10 '52, Los Angeles
Woody C. Klingborg, gen. mgr., Los An-
geles Trade Fair, Inc., 1151 S. Broadway,
Los Angeles, Calif.

Natl. Housewares & Home Appliance

Exhibit
July 7-11 '52, Atlantic City, Attend.—6,500
A. W. Buddenberg, 1140 Mdse. Mart,
Chicago, Ill.

Los Angeles Furniture Market

July 7-11 '52, Los Angeles
A. V. MacDonald, mng. dir., 2155 E. 7th
St., Los Angeles, Calif.

Western Merchandise Mart

July 14-18 '52, San Francisco
Frank K. Runyan, pres., 1355 Market St.,
San Francisco, Calif.

Western Housewares Show

Sept. 14-17 '52, Los Angeles
Woody C. Klingborg, gen. mgr., 1151 S.
Broadway, Los Angeles, Calif.

National Assn. of Bedding Manufacturers

Nov. 10-12 '52, Chicago, Attend.—1,500
W. H. Gleason, Rm. 1407, Mdse. Mart,
Chicago, Ill.

American Furniture Mart

Jan. 5-16 '53, Chicago, Attend.—50,000
Frank S. Whiting, VP, 666 Lake Shore Drive,
Chicago, Ill.

Armory Furniture Show

Jan. 19-23 '53, New York, Attend.—10,000
W. S. Orkin, 80 W. 40th St., New York 18,
N. Y.

Los Angeles Furniture Market

Jan. 26-30 '53, Los Angeles
A. V. MacDonald, mng. dir., 2155 E. 7th St.,
Los Angeles, Calif.

Ice

Assn. of Ice Industries of Canada

Oct. 21-22 '52, Ste-Adele-En-Haut, Canada,
Attend.—75
Mrs. Mildred E. Croft, 378 Eglinton Ave.,
E. Toronto 12, Ont.

Ice Manufacturers Assn. of Mo. Valley

Jan. 12-14 '53, Kansas City, Mo., Attend.—
200
V. A. Esphorst, 3820 Washington Blvd., St.
Louis, Mo.

Insurance

Mutual Insurance Advertising Sales Conference

Oct. 12-17 '52, Philadelphia
H. F. Swanson, 919 N. Michigan, Chicago 11, Ill.

National Negro Insurance Association

Oct. 21-24 '52, Houston, Attendance—350
A. P. Bentley, 1183 E. Long St., Columbus, Ohio

Farmers Automobile Insurance Group

Apr. 6-10 '53, Los Angeles, Attend.—1,000
Bernice Platt, 4680 Wilshire, Los Angeles 54, Calif.

Law

Amer. Business Law Assn.

Dec. 29-31 '52, Chicago, Attend.—200
John F. Sembower, 7 S. Dearborn St., Chicago 3, Ill.

Leather & Leather Products

Tanners' Council of America

Aug. 26-27 '52, New York, Attendance—8,500
Leif C. Kronen, secretary, 100 Gold St., New York 38, N. Y.

National Shoe Fair

Oct. 26 '52, Chicago, Attendance—10,000
G. E. Gayou, general manager, Palmer House, Chicago, Ill.

Northwest Shoe Travelers Inc.

Nov. 1-4 '52, St. Paul, Minn., Attend.—1,600
Ed Trench, conv. chm., 2095 Highland Pkwy., St. Paul, Minn.

Library

Christian Book Sellers

Aug. 19-21 '52, Chicago, Attend.—500
Don Norman, c/o Chicago Bible Society, 35 E. Wacker Drive, Chicago 1, Ill.

Miss. Library Assn.

Oct. 2-4 '52, Jackson, Miss., Attend.—175
Miss Anona Jenkins, Public Library, Clarksdale, Miss.

New York Library Association

Oct. 19-22 '52, Lake Placid, N. Y.
Mrs. D. G. Rausch, 74 Chapel St., Albany, N. Y.

American Library Assn.

June 21-27 '53, Los Angeles, Attend.—5,000
John Mackenzie Cory, 50 E. Huron St., Chicago, Ill.

Special Libraries Assn.

June 22 '53, Toronto, Attend.—750
Kathleen B. Stebbins, exec. sec., 31 E. 10th St., New York, N. Y.

Lumber & Millwork

Lake States Logging Congress

Sept. 18-20 '52, Escanaba, Mich., Attend.—1,000
L. J. Heinske, 104 Suffolk, Ironwood, Mich.

Wisconsin Retail Lumbermen's Assn.

Feb. 16-18 '53, Milwaukee, Attend.—3,500
H. P. McDermott, sec., 501 Milwaukee Gas Co. Bldg., Milwaukee, Wis.

Machinery

Amer. Supply & Machinery Mfrs. Assn.

Apr. 12-16 '53, Miami, Attend.—3,000
R. K. Hanson, gen. mgr., 1346 Connecticut Ave., Washington 6, D. C.

Natl. Supply & Machinery Distributors Assn.

May 17-19 '53, Atlantic City, Attend.—3,000

R. K. Hanson, 1108 Clark Bldg., Pittsburgh 22, Pa.

National Materials Handling Exposition

May 18-22 '53, Philadelphia, Attend.—7,500
Clapp & Poliak Inc., 341 Madison Ave., New York 17, N. Y.

Marketing & Merchandising

Natl. Assn. of Variety Stores

July 27-31 '52, Chicago
Marvin E. Smith, mng. dir., 1416 Merchandise Mart, Chicago, Ill.

Natl. Piggly Wiggly Operators Assn.

Aug. 17-19 '52, New Orleans
Hugh W. Lester, Jr., 1010 E. Adams St., Jacksonville 6, Fla.

New York Premium Show

Sept. 15-18 '52, New York
A. Tarshis, 12 W. 72nd St., New York, N. Y.

New York Variety Merchandise Fair

Mar. 8-13 '53, New York, Attend.—5,000
A. Tarshis, 12 W. 72nd St., New York, N. Y.

Medical

Assn. for Physical & Mental Rehabil.

July 8-12 '52, Milwaukee, Attend.—1,000
Mr. Leo Berner, pres., 218-02 67th Ave., Bayside, Queens, N. Y.

West Virginia Medical Association & Auxiliary

July 9-13 '52, W. Sulphur Springs, W. Va.
Charles Lively, Box 1031, Charleston 24, W. Va.

American Osteopathic Association

July 14-18 '52, Atlantic City, Attendance—8,450
Dr. C. N. Clark, business manager, 212 E. Ohio St., Chicago 11, Ill.

Southern Pediatric Seminar

July 14-26 '52, Saluda, N. C.
Dr. M. A. Owings, Saluda, N. C.

Post Graduate Medical Assembly of South Texas

July 21-23 '52, Houston, Attend.—2,500
Mrs. W. H. Dahme, exec. sec., 229 Medical Arts Bldg., Houston, Texas

Southern Obstetric Seminar

July 28-Aug. 2, Saluda, N. C.
Dr. M. A. Owings, chairman, Saluda, N. C.

National Medical Association & Auxiliary

Aug. 11-15 '52, Nashville, Attendance—5,000
Dr. J. R. Nurse, director, 1120 W. Walnut St., Louisville, Ky.

National Association of Chiropodists

Aug. 14-19 '52, Memphis, Attendance—800
Dr. Wm. J. Stickel, 3500-14th St., N. W., Washington 10, D. C.

Canadian Osteopathic Assn.

Aug. 17-20 '52, Winnipeg, Man., Attend.—80
Miss Joyce S. Currie, 609 Medical Arts Bldg., Montreal 25, Que.

American Congress of Physical Medicine

Aug. 25-29 '52, New York, Attendance—750
W. J. Zeitler, 2020 E. 93rd St., Cleveland 6, Ohio

International College of Surgeons U. S. Chapter

Sept. 2-5 '52, Chicago, Attendance—4,000

Wm. J. Burns, 606 Townsend St., Lansing 15, Michigan

Utah Medical Association & Auxiliary

Sept. 4-6 '52, Salt Lake City
W. H. Tibbals, 42 S. 5th St. E, Salt Lake City 2, Utah

Vermont Medical Society

Sept. 7-9 '52, Bretton Woods, N. H., Attendance—700
Mr. Getty Page, 128 Merchants Row, Rutland, Vt.

New Brunswick Medical Society

Sept. 7-10 '52, St. Andrews, N.B., Attendance—375
Dr. F. L. Whitehead, secretary, East Riverside, Kings County, New Brunswick

Washington State Medical Association

Sept. 13-17 '52, Seattle, Attendance—1,200
R. W. Neill, 338 Henry Building, Seattle 1, Wash.

American Hospital Association

Sept. 15-18 '52, Philadelphia, Attendance—7,500
Mr. Maurice J. Norby, assistant director, 18 E. Division St., Chicago 10, Ill.

Canadian Medical Association-British Columbia Division

Sept. 15-19 '52, Victoria, B. C., Attendance—500
Dr. Lynn Gunn, executive secretary, 1807 W. 10th Ave., Vancouver, B. C.

British Columbia Medical Association

Sept. 16-19 '52, Victoria, B.C., Attendance—1,500
Dr. Lynn Gunn, executive secretary, 1807 W. 10th Ave., Vancouver 9, B.C.

American Roentgen Ray Society

Sept. 21-26 '52, San Francisco, Attendance—1,300
Dr. Harold A. Hill, 450 Dutter St., San Francisco, Calif.

American College of Surgeons

Sept. 22-26 '52, New York, Attend.—17,500
Edward G. Sandrok, 40 E. Erie St., Chicago 11, Ill.

Amer. College of Chest Physicians

Sept. 24-28 '52, Chicago, Attend.—55
Dr. Murray Kornfeld, 112 E. Chestnut St., Chicago 11, Ill.

Canadian Medical Association, Alberta Division

Sept. 25-27 '52, Lethbridge, Alta., Attendance—900
Dr. W. Bramley Moore, 501 Alexandria Building, Edmonton, Alberta.

Associated Chiropractors & Drugless Therapists of Ontario

Sept. 26-28 '52, Toronto
Dr. J. A. Schinck, 2 King St. W., Hamilton, Ont.

Pa. Chiropractic Society

Sept. 26-28 '52, Phila., Attend.—700
Dr. S. K. Keiser, 22 N. State St., Ephrata, Pa.

Medical Society of the State of Pennsylvania

Sept. 28-Oct. 2 '52, Philadelphia
A. H. Stewart Jr., convention manager, 230 State St., Harrisburg, Pa.

Medical Society of Virginia

Sept. 28-Oct. 1 '52, Richmond, Va., Attend.—1,000

Robert L. Howard, 1105 W. Franklin St., Richmond 20, Va.

American Urological Assn., S. Central Sect.
Sept. 29-Oct. 1 '52, Hot Springs, Ark., Attend.—300
Dr. Irwin S. Brown, sec., 411 Nichols Rd., Kansas City, Mo.

College of Physicians and Surgeons of Saskatchewan
Sept. 30-Oct. 3 '52, Regina, Sask., Attendance—700
Dr. G. Gordon Ferguson, 415 Birks Building, Saskatoon, Sask.

Mississippi Valley Medical Society
Oct. 1-3 '52, St. Louis, Attend.—2,000
Dr. Harold Swanburg, 290-244 WCU Bldg., Quincy, Ill.

Ky. Assn. of Chiropractors
Oct. 3-5 '52, Louisville, Attend.—250
Dr. J. F. White, Somerset, Ky.

Kansas City Southwest Clinical Society
Oct. 6-9 '52, Kansas City, Mo.
E. Leas Clower, exec. sec., 630 Shubert Bldg., Kansas City, Mo.

Manitoba Medical Association
Oct. 7-10 '52, Winnipeg, Manitoba, Attendance—700
Dr. M. T. MacFarland, executive secretary, 604 Medical Arts Building, Winnipeg, Manitoba

Nashville Pg. Med. Assembly
Oct. 8-10 '52, Nashville, Tenn., Attend.—5,000
Dr. C. N. Gessler, chman., 647 Doctors Bldg., Nashville, Tenn.

Amer. Urolog. Assn., N. Central Sect.
Oct. 8-11 '52, Minneapolis, Attend.—400
Dr. Wm. J. Engel, sec., 2020 E. 93rd St., Cleveland, Ohio

Utah Nurses Assn.
Oct. 11-13 '52, Salt Lake City, Attend.—350
Mrs. E. G. Richards, 158 E. 2nd St., Salt Lake City, Utah

American Academy of Ophthalmology & Otolaryngology
Oct. 12-17 '52, Chicago, Attendance—5,000
Dr. W. L. Benedict, 100 1st Ave., Rochester, Minn.

Iowa State Nurses Assn.
Oct. 13-16 '52, Davenport, Iowa, Attend.—500
Jesse Norelius, 503 Shope Bldg., Des Moines 9, Iowa

American Society of Clinical Pathologists
Oct. 13-17 '52, Chicago, Attendance—1,000
Dr. C. G. Culbertson, 1040 W. Michigan St., Indianapolis 7, Ind.

Miss. State Hospital Assn.
Oct. 16-17 '52, Jackson, Miss.
R. M. Castle, Rush Memorial Hospital, Meridian, Miss.

Western Orthopaedic Assn.
Oct. 16-20 '52, San Diego, Attend.—500
Dr. Vernon C. Thompson, sec., 1136 W. 6th St., Los Angeles, Cal.

American Academy of Pediatrics National Meeting
Oct. 18-23 '52, Chicago, Attendance—1,000

Dr. C. G. Grulee, 636 Church St., Evanston, Ill.

Ohio Optometric Assn.
Oct. 19-20 '52, Toledo, Ohio, Attend.—450
Dr. H. G. Mote, 8 E. Long St., Columbus, Ohio

New York State Nurses Assn.
Oct. 19-24 '52, New York, Attend.—1,200
Steven K. Herlitz, exh. mgr., 280 Madison Ave., New York, N. Y.

American Dietetic Association
Oct. 21-24 '52, Minneapolis, Attendance—9,000
M. L. Egeberg, 620 N. Michigan Ave., Chicago, Ill.

National Gastroenterological Association
Oct. 21-24 '52, New York, Attendance—600
Steven K. Herlitz, 280 Madison Ave., New York 16, N. Y.

San Francisco Heart Disease Assn.
Oct. 22-25 '52, San Francisco, Attend.—200
Miss Gladys T. Daniloff, exec. sec., 604 Mission St., San Francisco, Calif.

Okla. State Nurses Assn.
Oct. 22-24 '52, Ardmore, Okla., Attend.—300
Mrs. Nan H. Green, 403 Hightower Bldg., Okla. City, Okla.

American Podiatry Council
Oct. 26 '52, New York
Dr. L. J. Friedman, chairman exh., 1186 Broadway, New York, N. Y.

Oklahoma City Clinical Society
Oct. 26-29 '52, Oklahoma City
Mrs. M. R. Waller, executive secretary, 512 Medical Arts Building, Oklahoma City, Okla.

American College of Osteopathic Surgeons
Oct. 26-30 '52, Columbus, Ohio, Attendance—800
Steven K. Herlitz, convention manager, 280 Madison Ave., New York 16, N. Y.

Ontario Hospital Assn.
Oct. 27-29 '52, Toronto, Attend.—2,000
Arthur J. Swanson, 135 St. Clair Ave. W., Toronto, Ont.

Omaha Midwest Clinical Society
Oct. 27-31 '52, Omaha, Attend.—1,200
Dr. D. J. Wilson, 1031 Med. Arts Bldg., Omaha 2, Nebr.

New England Post Graduate Assembly
Oct. 28-30 '52, Boston
R. St. B. Boyd, 8 Fenway, Boston, Mass.

Indiana Medical Assn.
Oct. 28-30, Indianapolis, Attend.—2,000
R. E. Smith, 1021 Hume Mansur Bldg., Indianapolis 4, Ind.

Canadian Assn. of Occupational Therapy
Nov. 1-3 '52, London, Ont., Attend.—275
Helen LeVesconte, 331 Bloor St. W., Toronto, Ont.

Pa. Organization for Public Health Nursing
Nov. 5-8 '52, Philadelphia
Alberta B. Wilson, City Co. Bldg., Pittsburgh, Pa.

Southern Medical Assn.
Nov. 10-13 '52, Miami, Attend.—8,000
C. P. Loran, 1020 Empire Bldg., Birmingham 3, Ala.

Interstate Post Graduate Medical Association of N. A.

Nov. 10-14 '52, Cleveland, Attendance—4,000
Dr. A. G. Sullivan, 16 N. Carrol St., Madison 3, Wis.

American Society of Anesthesiologists Incorporated
Nov. 11-14 '52, Philadelphia, Attendance—5,000
J. H. Hunt, 188 W. Randolph St., Chicago 1, Ill.

American Society of Tropical Medicine & Hygiene
Nov. 13-15 '52, Galveston, Texas, Attend.—400
Dr. Q. M. Geiman, 25 Shattuck St., Boston 15, Mass.

Association of Military Surgeons of U. S.
Nov. 16-19 '52, Washington, Attendance—1,200
Steven K. Herlitz, exhibit manager, 280 Madison Ave., New York City 16, N. Y.

Md.-D.C.-Del. Hospital Assn.
Nov. 26-27 '52, Wilmington, Del., Attend.—1,000
A. K. Parris, 14 E. Fayette St., Baltimore, Md.

American Medical Association Clinical Session
Dec. 2-5 '52, Denver, Attendance—146,545
Thos. R. Gardiner, business manager, 535 N. Dearborn St., Chicago 10, Ill.

American Academy of Dermatology & Syphilology
Dec. 6-11 '52, Chicago, Attendance—1,200
Dr. J. E. Rauschkolb, P.O. Box 6565, Cleveland, Ohio

Radiological Society of North America
Dec. 7-12 '52, Cincinnati
Dr. D. S. Childs, secretary-treasurer, 713 E. Genesee St., Syracuse, N. Y.

Mass. Osteopathic Society
Jan. 17-18 '53, Boston, Attend.—150
Robert R. Brown, sec., 64 Trapelo Rd., Belmont 78, Mass.

Amer. Academy of Orthopaedic Surgeons
Jan. 24-29 '53, Chicago, Attend.—2,500
H. B. Boyd, 869 Madison Ave., Memphis 3, Tenn.

Amer. Academy of Allergy
Feb. 2-4 '53, Boston, Attend.—750
A. H. Luthmers, asst. sec., 208 E. Wisconsin Ave., Milwaukee, Wis.

Mid-South Post Graduate Medical Assembly
Feb. 10-13 '53, Memphis, Tenn., Attend.—1,450
Gilbert J. Levy, director exhibit, 188 S. Bellevue St., Memphis, Tenn.

University of Fla. Graduate School of Medicine
Feb. 11-16 '53, Miami Beach, Attend.—200
Dr. W. T. Hotchkiss, 541 Lincoln Rd., Miami Beach, Fla.

Amer. Coll. of Osteopaths, Obstetricians & Gynecologists
Feb. 12-14 '53, Detroit, Attend.—150
Dr. A. J. Still, chairman exhibit, 428 W. 4th St., Flint 4, Mich.

Podiatry Society of State of New York
Feb. 13-15 '53, New York, Attend.—800
Dr. I. H. Hanover, 257 Livingston St., Brooklyn 17, N. Y.

Amer. Orthopsychiatric Assn.

Feb. 23-25 '53, Cleveland, Attend.—1,200
Eliz. Charleton, 303 Lexington Ave., New York 16, N. Y.

New Orleans Graduate Medical Assembly
Mar. 2-5 '53, New Orleans, Attend.—2,000
Mrs. I. B. Sherwood, 1430 Tulane Ave., New Orleans 12, La.

Chicago Medical Society

Mar. 3-6 '53, Chicago, Attend.—5,000
George C. Braun, director exhibits, 86 E. Randolph St., Chicago 2, Ill.

College Medical Evangelists Post Grad. Assembly

Mar. 8-13 '53, Los Angeles, Attend.—1,600
Evelyn R. Strachan, mgr. dir., 312 N. Boyle Ave., Los Angeles 33, Calif.

Southeastern Surgical Congress

Mar. 9-12 '53, Louisville, Attend.—1,000
Dr. B. T. Beasley, sec. mgr., 701 Hurt Bldg., Atlanta, Ga.

Va. Soc. of Medical Technologists

Mar. 14 '53, Abingdon, Va., Attend.—100
Mrs. Glenn D. Crouch, 2711 Hillcrest Ave., Roanoke, Va.

Dallas Southern Clinical Society

Mar. 16-19 '53, Dallas, Attend.—1,000
Miss Betty Elmer, 433 Medical Arts Bldg., Dallas, Texas

Mid-West Chiropody Conference

Mar. 21-24 '53, Chicago, Attend.—600
Dr. Jack Stern, 7060 Paxton Ave., Chicago, Ill.

Amer. Academy of General Practice

Mar. 23-26 '53, St. Louis, Attend.—6,000
Mac F. Cohal, 406 W. 34th St., Kansas City, Mo.

Amer. Assn. of Thoracic Surgery

Mar. 27-30 '53, San Francisco, Attend.—500
Dr. Paul C. Samson, 2938 McClure St., Oakland, Calif.

Southeastern Hospital Conference

Apr. 8-10 '53, New Orleans, Attend.—1,000
R. G. Ramsey, Gartley Ramsay Hospital, Memphis, Tenn.

Amer. College of Physicians

Apr. 13-17 '53, Atlantic City, Attend.—5,000
E. R. Loveland, exec. sec., 4200 Pine St., Phila. 4, Pa.

Mid-West Hospital Assn.

Apr. 15-17 '53, Kansas City, Mo., Attend.—900
Mrs. Anne Walker, exec. sec., 1021 McGee St., Room 410, Kansas City 6, Mo.

Industrial Medical Assn.

Apr. 19-25 '53, Los Angeles, Attend.—2,000
E. C. Holmblad, 28 E. Jackson Bldg., Chicago, Ill.

Iowa Medical Society

Apr. 26-29 '53, Des Moines, Iowa, Attend.—1,200
Mary L. McCord, 505 Bankers Trust Bldg., Des Moines 9, Ia.

Kansas Medical Society

May 3-7 '53, Wichita, Kans., Attend.—1,100
Oliver E. Ebel, exec. sec., 512 New England Bldg., Topeka, Kans.

Tri-State Hospital Assembly

May 4-6 '53, Chicago, Attend.—1,000
Albert G. Hahn, exec. sec., Station A, Drawer 7, Evansville 11, Ind.

Medical Society of the State of N. Y.

May 4-8 '53, Buffalo, Attend.—3,000
Charles L. Baldwin, Jr., exhibit manager, 292 Madison Ave., New York 17, N. Y.

Amer. Psychiatric Assn.

May 4-8 '53, Los Angeles, Attend.—3,000
Austin M. Davies, exec. asst., 1270 Avenue of the Americas, Room 412, New York 20, N. Y.

Ontario Medican Assn.

May 11-16 '53, Toronto, Attend.—900
Dr. G. I. Sawyer, 135 St. Clair Ave., W. Toronto 5, Ont.

Aero Medical Assn.

May 11-13 '53, Los Angeles, Attend.—1,000
Dr. T. H. Sutherland, 214 S. State St., Marion, Ohio

Texas Hospital Assn.

May 12-14 '53, Galveston, Attend.—1,400
Mrs. Ruth Barnhart, exec. sec., 2208 Main St., Dallas, Texas

Upper Midwest Hospital Conf.

May 13-15 '53, Minneapolis, Attend.—3,000
Glenn Taylor, University of Minn., Mpls., Minn.

Massachusetts Medical Society

May 19-21 '53, Boston, Attend.—2,500
Robert Boyd, exec. sec., 22 Fenway, Boston, Mass.

Middle Atlantic Hospital Assembly

May 20-22 '53, Atlantic City, Attend.—1,500
Harold Johnston, secy., 506 E. State St., Trenton 9, N. J.

American Medican Assn.

June 1-5 '53, New York
Thomas R. Gardiner, bus. mgr., 535 N. Dearborn St., Chicago 10, Ill.

Metal & Metal Products**Association of Iron & Steel Engineers-Iron & Steel Exposition**

Sept. 30-Oct. 3 '52, Cleveland
Albert W. Erickson, Jr., 1010 Empire Building, Pittsburgh 22, Pa.

National Metal Congress & Exposition

Oct. 19-23 '52, Philadelphia, Attendance—40,000
Wm. H. Eisenman, 7301 Euclid Ave., Cleveland, Ohio

Western Metal Exposition & Congress

Apr. 13-17 '53, Los Angeles
William Eisenman, director, 7301 Euclid Ave., Cleveland 3, Ohio

Minerals & Mining**Natl. Water Well Assn.**

Nov. 19-22 '52, Biloxi, Miss., Attend.—800
Mr. Robert Storm, 811 W. Springfield St., Champaign, Ill.

Amer. Mining Congress Coal Convention & Exposition

May 11-14 '53, Cleveland
J. D. Conover, 1102 Ring Bldg., Washington 6, D. C.

Music**National Association of Music Merchants**

July 28-31 '52, New York, Attendance—8,000
W. R. Gard, 28 E. Jackson Blvd., Chicago 4, Ill.

Music Teachers Natl. Assn.

Feb. 19-22 '53, Cincinnati, Attend.—1,800

Roy Underwood, Michigan State College, E. Lansing, Mich.

Office Management & Equipment**Natl. Office Furniture Assn.**

Apr. 26-30 '53, Cleveland, Attend.—2,000
J. R. Gray, 175 Fifth Ave., New York 10, N. Y.

Stationers Guild of Canada

May 21-23 '53, Windsor, Canada, Attend.—300
F. R. Smart, 53 Yonge St., E. Toronto 1, Ont.

Natl. Office Management Assn.

May 24-27 '53, Boston, Attend.—2,000
A. C. Spangler, staff director, 132 W. Cheltenham Ave., Philadelphia, Pa.

Natl. Stationery & Office Equipment Assn.

Oct. 4-9 '52, Chicago, Attend.—2,500
P. E. Burbank, 740 Investment Bldg., Washington 5, D. C.

National Business Show

Oct. 20-25 '52, New York, Attendance—100,000
Rudolph Lang, 33 W. 42nd St., New York 18, N. Y.

Paper**Canadian Pulp & Paper Woodlands Section**

Mar. 25-27 '53, Montreal, Attend.—600
W. A. E. Pepler, Sun Life Bldg., Montreal, Que.

Natl. Paper Box Manufacturers Assn.

May 10-13 '53, Boston, Attend.—500
G. L. Nordstrom, 1106 Liberty Trust Bldg., Philadelphia 7, Pa.

Pharmaceutical**New Hampshire Pharmaceutical Assn.**

Sept. 7-9 '52, Portsmouth, N. H., Attend.—400
Dr. G. A. Moulton, exec. sec., 51 Main St., Petersborough, N. H.

Natl. Assn. of Retail Druggists

Oct. 19-23 '52, St. Louis
J. W. Dargavel, 205 W. Wacker Dr. Chicago 6, Ill.

S. E. Hospital Pharmacists Assn.

Apr. 8-10 '53, New Orleans, Attend.—1,000
Miss Johnnie Crotwell, Baptist Hospital, Atlanta, Ga.

Photography**Photographers Association of America**

Sept. 20-24 '52, Chicago, Attendance—4,500
Harold E. Waltz, executive manager, 425 Jefferson Ave., Toledo 4, Ohio

Natl. Photographic Show

Feb. 20-22 '53, New York
W. L. Knighton, mgr., 303 Lexington Ave., New York 16, N. Y.

Plastics**Society of Plastic Engineers**

Jan. 21-23 '53, Boston, Attend.—1,000
Bess Day, exec. sec., 409 Security Bank Bldg., Athens, Ohio

Publishing**Kentucky Press Assn.**

Jan. 25-27 '53, Louisville, Attend.—450
V. R. Portmann, University of Kentucky, Lexington 29, Ky.

Nebraska Press Assn.

Apr. 15 '53, Lincoln, Nebr., Attend.—400

Vern Scofield, 129 N. 9th St., Lincoln 8, Nebr.

Radio & Television

Western Electronic Show & Conv.

Aug. 26-30 '52, Long Beach, Cal., Attend.—9,000
Hockett Parket, 215 Amer. St., Long Beach, Cal.

Natl. Electronic Distributors Assn.

Sept. 22-25 '52, Atlantic City, Attend.—2,000
L. B. Calamaras, sec., 221 N. LaSalle St., Chicago, Ill.

Natl. Assn. of Radio & TV Broadcasters

Apr. 26-30 '53, Los Angeles, Attend.—2,500
C. E. Arney, Jr., 1771 N. Street, N.W. Washington 6, D. C.

Real Estate

American Title Association

Sept. 7-11 '52, Washington, D. C., Attendance—600
J. E. Sheridan, 3608 Guardian Building, Detroit 26, Mich.

California State Apartment Conference

Sept. 22-24 '52, Los Angeles, Attend.—300
P. J. O'Donovan, 3923 W. 6th St., Los Angeles, Calif.

Ohio Association of Real Estate Boards

Oct. 6-8 '52, Cleveland, Attendance—800
LeRoy Parsons, 50 W. Broad St., Columbus 15, Ohio

Inst. of Real Estate Management

Nov. 9-16 '52, Miami Beach, Fla., Attend.—5,000
Lowell Baker, 22 W. Monroe St., Chicago, Ill.

Science

Fed. Amer. Societies for Experimental Biology

Apr. 12-16 '53, Atlantic City, Attend.—3,000
Steven K. Herlitz, exhibit mgr., 280 Madison Ave., New York 16, N. Y.

Texas Academy of Science

Dec. 4-6 '52, Ft. Worth, Attend.—600
Dr. W. C. Hewatt, Texas Christian Univ., Ft. Worth, Texas

American Association for the Advancement of Science

Dec. 26-31 '52, St. Louis, Attendance—10,000
Dr. R. L. Taylor, assistant secretary, 1515 Mass Ave., N. W., Washington 5, D. C.

Sporting Goods & Sports

Manistee National Forest Festival

July 4-5 '52, Manistee, Mich.
Manistee National Forest Festival, 411 River St., Manistee, Mich.

Natl. Rifle Assn. of America

Aug. 18-23 '52, Jacksonville, Fla., Attend.—700
F. C. Daniel, 1600 Rhode Island Ave., N.W. Washington 6, D. C.

Western Sporting Goods Dealers Association

Nov. 10-12 '52, San Francisco, Attendance—1,100
G. M. Shutt, 1 N. LaSalle St., Chicago 2, Ill.

American Football Coaches Assn.

Jan. 7-9 '53, Washington, Attend.—950

D. O. McLaughry, Dartmouth College, Hanover, N. H.

Natl. Motor Boat Show

Jan. 9-17 '53, New York, Attend.—200,000
J. E. Coate, exec. sec., 420 Lexington Ave., New York 17, N. Y.

Canadian Bicycle & Sport Goods Dealers

Feb. 23-26 '53, Toronto, Attend.—400
J. R. Watson, sec., 175 Jarvis St., Toronto 2, Ont.

San Francisco Sports, Travel & Boat Show

Feb. 29-Mar. 9 '53, San Francisco, Attend.—157,000
Thomas Rooney, 369 Pine St., San Francisco, Calif.

Milwaukee Sentinel Sports & Vacation Show

Mar. 21-29 '53, Milwaukee, Attend.—160,000
Charles D. Collins, Milwaukee Sentinel, Milwaukee, Wis.

Los Angeles Sportsmens & Vacation Show

Apr. 9-19 '53, Los Angeles, Attend.—250,000
H. Werner Buck, 142 S. Fairfax St., Los Angeles, Calif.

Southwest Sports & Vacation Show

Apr. 15-17 '53, Dallas
Martin P. Kelly, mgr. dir., First National Bank Bldg., St. Paul, Minn.

National Sporting Goods Assn.

Jan. 25-28 '53, New York, Attend.—6,000
G. M. Shutt, 1 N. LaSalle St., Chicago 2,

Golf Course Superintendents Assn. of America

Feb. 8-13 '53, Atlantic City, Attend.—700
Agar M. Brown, Box 106, St. Charles, Ill.

Tobacco

Ohio Assn. Tobacco Distributors

Oct. 16-18 '52, Columbus, Ohio, Attend.—785
J. Ollendorf, 101 N. High St., Columbus, O.

Transportation & Travel

Mississippi Transport Assn.

Aug. 30-Sept. 2 '52, Biloxi, Miss., Attend.—400
C. R. Bradley, Box 447, Jackson, Miss.

Allied Railway Supply Assn.

Sept. 15-17 '52, Chicago, Attend.—4,000
Charles F. Weil, 109 N. Wabash Ave., Chicago 2, Ill.

Assn. of Amer. R.R., Elec. Sect. of Eng. & Mechanical Div.

Sept. 15-17 '52, Chicago, Attend.—1,000
S. W. Marras, 59 E. Van Buren St., Chicago, Ill.

International Taxicab Show

Sept. 4-6 '52, Chicago
C. Franklin Smith, executive secretary, 4415 N. California Ave., Chicago 25, Ill.

American Transit Assn.

Sept. 20-24 '52, Atlantic City, Attend.—2,000
Fred C. J. Dell, dir. of ex., 292 Madison Ave., New York, N. Y.

Amer. Merchant Marine Conf.

Oct. 6-11 '52, Los Angeles, Attend.—1,500
H. J. Harding, 17 Battery Place, New York 4, N. Y.

Natl. Defense Transportation Assn.

Oct. 27-29 '52, New York, Attend.—500

Lois Casavant, 930 F. St., Washington, D. C.

Railway Supply Mfrs.' Assn.

June 21-26 '53, Atlantic City, Attend.—7,000
A. W. Brown, sec., 60 E. 42nd St., New York 17, N. Y.

Utilities

American Water Works Missouri Section

Sept. 21-23, '52, Jefferson City, Mo., Attend.—250
Warren A. Kramer, State Office Bldg., Jefferson City, Mo.

Federation of Sewage and Industrial Wastes Assn.

Oct. 6-9 '52, New York, Attend.—1,000
W. H. Wisely, 325 Illinois Bldg., Champaign, Ill.

American Water Works Assn., S.W. Sect.

Oct. 12-15 '52, Tulsa, Okla., Attend.—700
L. A. Jackson, Water Dept., Little Rock, Ark.

Amer. Water Works Assn., Calif. Sect.

Oct. 22-24 '52, Pasadena, Calif., Attend.—1,100
A. R. Houseman, 907 Monadnock Bldg., San Francisco, Calif.

New England Water Works Assn.

Sept. 8-10 '52, Groton, Conn., Attend.—600
J. C. Knox, 73 Tremont St., Boston, Mass.

National Association of Soft Water Service Operators

Sept. 17-19 '52, Chicago
G. W. Bostrom, 111 W. Washington St., Chicago, Ill.

American Gas Association

Oct. 27-30 '52, Atlantic City, Attend.—6,000
Kurwin Boyes, secretary, 420 Lexington Ave., New York 17, N. Y.

American Water Works, Association California Section

Oct. 28-31 '52, Pasadena, Calif., Attendance—1,100
A. R. Houseman, 907 Monadnock Building, San Francisco, Calif.

Colorado Water Well Drillers Association

Nov. 1-3 '52, Denver, Attendance—350
L. G. Oliver, 603 8th St., Greeley, Colo.
Oct. 27-30 '52, Atlantic City, Attendance—6,000

American Water Works Assn.

May 10-15 '53, Kansas City, Mo., Attend.—1,500
H. E. Jordan, 521 5th Ave., New York 17, N. Y.

Veterinary

Indiana Veterinary Medical Assn.

Jan. 14-16 '53, Indianapolis
W. Garverick, Zionsville, Ind.

Indiana Veterinary Medical Assn.

Jan. 14-16 '53, Indianapolis
Dr. W. W. Garverick, Zionsville, Ind.

Minn. Veterinary Medical Society

Jan. 26-28 '53, Minneapolis, Attend.—500
Dr. B. S. Pomeroy, Univ. of Minn., St. Paul, Minn.

Warehouse

Mayflower Warehousemen's Assn.

Mar. 9-13 '53, San Francisco, Attend.—500
Stewart Davis Smith, 1050 Consolidated Bldg., Indianapolis 4, Ind.

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Agency: J. R. Kupsick Advertising Agency, Inc.		Agency: Houck & Co. of Florida, Inc.			
Galveston, Texas	25	The Plaza Hotel (San Antonio)	28		
Agency: Alert Advertising Agency		Agency: Claude Aniol & Associates			
Gardner Displays Co.	6	Radio Corporation of America	62		
Agency: W. Craig Chambers, Inc.		Agency: J. Walter Thompson Co.			

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